

NATIONAL TV NIELSEN RATINGS PERSONS RANKING — TOP PROGRAMS(†)

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING MAY 20, 1984

NIELSEN AVERAGE AUDIENCE

HOUSEHOLDS

TOTAL PERSONS (2+)

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	NBC TUE MOVIE OF THE WEEK(S)	28.9	24,220
2	NBC MONDAY NIGHT MOVIES#	25.8	21,620
3	DYNASTY#	25.7	21,540
4	DALLAS	25.2	21,120
5	FALCON CREST	23.0	19,270
6	ABC SUNDAY NIGHT MOVIE	21.0	17,600
7	HOTEL#	20.6	17,260
8	A TEAM	20.4	17,100
9	MISS USA BEAUTY PAGENT(S)	20.2	16,930
10	ABC MOVIE SPECIAL-WED.(S)	19.5	16,340
11	HAPPY DAYS#	19.0	15,920
11	THREE'S COMPANY#	19.0	15,920
13	COUNTRY MUSIC AWARDS(S)	18.5	15,500
14	HILL STREET BLUES	16.8	14,080
14	TV BLOOPERS & PRAC. JOKES	16.8	14,080
16	LAST DAYS OF POMPEII-PT.3(S)	16.7	13,990
17	SIMON & SIMON#	16.6	13,910
18	LAST DAYS OF POMPEII-PT.2(S)	16.5	13,830
19	MAGNUM, P.I.	16.1	13,490
19	REMINGTON STEELE#	16.1	13,490
21	FALL GUY	16.0	13,410

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	NBC TUE MOVIE OF THE WEEK(S)	24.2	53,370
2	NBC MONDAY NIGHT MOVIES#	21.5	47,250
3	DYNASTY#	18.6	41,020
4	DALLAS	16.5	36,430
5	A TEAM	15.0	33,030
6	ABC SUNDAY NIGHT MOVIE	14.6	32,160
7	FALCON CREST	14.3	31,550
8	THREE'S COMPANY#	14.1	31,150
9	HAPPY DAYS#	14.1	31,130
10	HOTEL#	13.3	29,220
11	MISS USA BEAUTY PAGENT(S)	12.6	27,810
12	TV BLOOPERS & PRAC. JOKES	11.7	25,770
13	COUNTRY MUSIC AWARDS(S)	11.6	25,610
14	LAST DAYS OF POMPEII-PT.3(S)	11.4	25,130
15	FALL GUY	11.2	24,620
16	KNIGHT RIDER#	11.1	24,440
17	ABC MOVIE SPECIAL-WED.(S)	11.0	24,280
18	LAST DAYS OF POMPEII-PT.2(S)	11.0	24,250
19	FOUL UPS, BLEEPERS-BLUNDERS#	10.7	23,660
20	ONE DAY AT A TIME#	10.7	23,630
21	HILL STREET BLUES	10.6	23,290

WOMEN (18+)

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	DYNASTY#	26.4	23,130
2	DALLAS	22.7	19,880
3	NBC TUE MOVIE OF THE WEEK(S)	22.2	19,390
4	NBC MONDAY NIGHT MOVIES#	20.5	17,960
5	FALCON CREST	20.3	17,780
6	HOTEL#	20.2	17,680
7	ABC SUNDAY NIGHT MOVIE	17.7	15,470
7	MISS USA BEAUTY PAGENT(S)	17.7	15,470
9	ABC MOVIE SPECIAL-WED.(S)	16.8	14,730
10	THREE'S COMPANY#	16.8	14,660
11	HAPPY DAYS#	16.2	14,160
12	COUNTRY MUSIC AWARDS(S)	16.0	14,000
13	LAST DAYS OF POMPEII-PT.3(S)	15.1	13,250
14	LAST DAYS OF POMPEII-PT.2(S)	14.5	12,700
15	REMINGTON STEELE#	13.7	12,000
16	FAMILY SECRETS(S)	13.7	11,990
17	CAGNEY & LACEY	13.5	11,770
18	A TEAM	13.2	11,560
19	OH MADELINE#	12.9	11,270
20	HILL STREET BLUES	12.6	11,050
21	ONE DAY AT A TIME#	12.5	10,960
22	KATE & ALLIE#	12.4	10,840

MEN (18+)

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	NBC TUE MOVIE OF THE WEEK(S)	25.2	19,860
2	NBC MONDAY NIGHT MOVIES#	22.8	17,960
3	DYNASTY#	15.8	12,460
4	ABC SUNDAY NIGHT MOVIE	14.7	11,630
5	A TEAM	13.9	10,940
6	DALLAS	13.3	10,460
7	HOTEL#	12.0	9,490
8	FALCON CREST	11.6	9,160
8	LAST DAYS OF POMPEII-PT.3(S)	11.6	9,160
10	HILL STREET BLUES	11.5	9,090
11	HAPPY DAYS#	11.4	9,010
12	LAST DAYS OF POMPEII-PT.2(S)	11.4	8,990
13	RIPTIDE#	10.9	8,610
14	60 MINUTES	10.9	8,600
15	COUNTRY MUSIC AWARDS(S)	10.6	8,370
16	SIMON & SIMON#	10.5	8,310
17	MAGNUM, P.I.	10.5	8,280
18	REMINGTON STEELE#	10.3	8,160
19	TV'S FUNIEST GAME-MOMENTS(S)	10.3	8,130
20	MISS USA BEAUTY PAGENT(S)	10.2	8,010
21	ALICE	10.1	7,990

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BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING MAY 20, 1984

NIELSEN AVERAGE AUDIENCE

WOMEN 18-49

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	NBC TUE MOVIE OF THE WEEK(S)	28.1	15,420
2	DYNASTY#	27.5	15,130
3	NBC MONDAY NIGHT MOVIES#	26.3	14,480
4	DALLAS	19.5	10,710
5	HOTEL#	19.4	10,690
6	HAPPY DAYS#	19.1	10,520
7	THREE'S COMPANY#	18.5	10,160
8	ABC SUNDAY NIGHT MOVIE	17.4	9,560
9	FALCON CREST	16.9	9,300
10	LAST DAYS OF POMPEII-PT.3(S)	14.5	7,950
10	REMINGTON STEELE#	14.5	7,950
12	ABC MOVIE SPECIAL-WED.(S)	14.4	7,940
13	MISS USA BEAUTY PAGENT(S)	14.4	7,930
14	FAMILY SECRETS(S)	14.4	7,920
15	HILL STREET BLUES	14.3	7,870
16	LAST DAYS OF POMPEII-PT.2(S)	14.3	7,850
17	OH MADELINE#	14.0	7,680
18	COUNTRY MUSIC AWARDS(S)	13.1	7,200
19	ONE DAY AT A TIME#	12.8	7,050
20	CHEERS	12.7	6,980
21	A TEAM	12.6	6,910
22	FOUL UPS, BLEEPs-BLUNDERS#	12.5	6,860

WOMEN 55+

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	DALLAS	30.3	8,150
2	FALCON CREST	27.9	7,500
3	MISS USA BEAUTY PAGENT(S)	25.7	6,910
4	DYNASTY#	24.3	6,530
5	ABC MOVIE SPECIAL-WED.(S)	22.4	6,030
6	COUNTRY MUSIC AWARDS(S)	21.9	5,880
7	HOTEL#	21.3	5,730
8	60 MINUTES	20.1	5,410
9	LOVE BOAT	19.2	5,170
10	MAGNUM, P.I.	18.3	4,930
11	KATE & ALLIE#	18.0	4,830
12	ABC SUNDAY NIGHT MOVIE	17.7	4,760
13	TRAPPER JOHN, M.D.	16.6	4,470
14	CAGNEY & LACEY	16.5	4,440
15	NEWHART	16.2	4,360
16	ALICE	16.0	4,310
17	SCARECROW & MRS. KING	15.9	4,280
18	GEORGE BURNS-80 YRS-SHMBZ(S)	15.8	4,240
19	CBS TUESDAY NIGHT MOVIES	15.7	4,210

MEN 18-49

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	NBC TUE MOVIE OF THE WEEK(S)	33.5	17,830
2	NBC MONDAY NIGHT MOVIES#	29.8	15,860
3	DYNASTY#	15.6	8,320
4	ABC SUNDAY NIGHT MOVIE	13.7	7,290
5	A TEAM	13.7	7,280
6	HAPPY DAYS#	12.9	6,880
7	HILL STREET BLUES	12.9	6,860
8	REMINGTON STEELE#	11.2	5,980
9	DALLAS	11.1	5,910
10	RIPTIDE#	11.0	5,840
11	HOTEL#	10.6	5,640
12	TV'S FUNNIEST GAME-MOMENTS(S)	10.4	5,540
13	TV BLOOPERS & PRAC. JOKES	10.3	5,500
14	KNIGHT RIDER#	10.1	5,370
15	FALL GUY	10.0	5,300
16	LAST DAYS OF POMPEII-PT.3(S)	9.6	5,130
17	SIMON & SIMON#	9.6	5,080
18	ABC MOVIE SPECIAL-WED.(S)	9.4	4,990
19	LAST DAYS OF POMPEII-PT.2(S)	9.4	4,980
20	THREE'S COMPANY#	9.3	4,960

MEN 55+

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	60 MINUTES	19.8	4,050
2	DALLAS	19.4	3,970
3	FALCON CREST	18.1	3,710
4	ABC SUNDAY NIGHT MOVIE	17.6	3,610
5	DYNASTY#	16.9	3,460
6	LAST DAYS OF POMPEII-PT.3(S)	16.5	3,380
7	LAST DAYS OF POMPEII-PT.2(S)	16.1	3,300
8	A TEAM	15.8	3,230
9	HOTEL#	15.3	3,130
10	MAGNUM, P.I.	14.5	2,980
11	CBS EVENING NEWS-RATHER	14.2	2,900
11	MISS USA BEAUTY PAGENT(S)	14.2	2,900
13	SIMON & SIMON#	14.1	2,880
14	COUNTRY MUSIC AWARDS(S)	13.2	2,710
15	LOVE BOAT	12.7	2,600
16	ALICE	12.4	2,550
17	CBS WEDNESDAY NIGHT MOVIE	12.4	2,540
18	SCARECROW & MRS. KING	12.3	2,530
19	T.J. HOOKER	12.3	2,520

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND MAY 1984 REPORT

PROGRAM NAME										I/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		KEY	HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																										
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)																		
															TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL 6-11															
EVENING CONT'D																																											
CBS EVENING NEWS-DEAN																		21	183	179	A	6.4	16	536	1448	626	131	646	101	237	233	226	384	693	130	287	278	291	367	28	18	81	60
1 SUN. 6.04P 26 CBS N																		91	90	B	9.4	18	788	1604	687	222	745	146	296	295	341	404	682	180	316	308	311	308	88	41	89	52	
2 SUN. 6.08P 22																																											
CBS SAT. NEWS-SCHIEFFER																		24	165	169	A	7.1	18	595	1373	615	113	645	49	147	151	285	471	645	190	293	239	254	311	24	17	59	37
SAT. 6.30P 30 CBS N																		89	90	B	9.7	19	813	1537	703	190	752	135	267	267	331	439	630	169	295	273	284	294	54	19	101	52	
CBS SATURDAY NIGHT MOVIE																		4	198	201	A	10.5	20	880	1820	579	180	639	244	410	362	275	177	731	274	507	499	370	160	250	95	200	127
1 SAT. 8.30P 150 CBS FF																		99	99	B	11.2	21	939	2018	646	250	725	289	467	418	319	202	676	234	454	462	364	163	262	105	355	254	
2 SAT. 9.00P 134																																											
8.30 - 9.00																		A	9.4	19	788	1641	630	125	630	153	355	362	341	205	604	206	365	406	249	198	79	15	328	234			
9.00 - 9.30																		A	9.8	19	821	1861	607	190	638	225	406	367	289	180	739	288	516	498	350	170	226	88	258	152			
9.30 - 10.00																		A	10.1	19	846	1953	615	188	648	248	416	384	277	176	781	299	558	533	394	158	292	120	232	150			
10.00 - 10.30																		A	11.3	22	947	1819	532	178	635	262	406	348	251	176	748	277	532	511	395	151	280	102	156	101			
10.30 - 11.00																		A	11.4	22	955	1797	555	193	645	278	429	349	257	167	730	262	501	496	392	155	290	112	132	80			
11.00 - 11.30																		A	10.3	21	863	1702	624	227	673	276	462	417	293	165	764	316	505	512	393	160	189	58	76	32			
CBS TUESDAY NIGHT MOVIES																		21	196	193	A	12.4	19	1039	1334	713	238	808	181	347	351	387	405	423	105	181	169	196	218	41	30	62	22
TUE. 9.00P 120 CBS FF																		99	99	B	16.6	26	1391	1517	757	268	852	256	436	405	390	355	515	163	282	253	246	197	88	51	62	39	
9.00 - 9.30																		A	11.2	17	939	1356	677	207	758	137	295	278	363	412	441	122	187	171	186	228	45	36	112	33			
9.30 - 10.00																		A	12.4	19	1039	1393	749	279	845	216	388	386	380	408	403	90	165	147	188	222	55	37	90	23			
10.00 - 10.30																		A	12.9	20	1081	1315	744	254	844	228	385	397	386	398	407	99	176	168	192	208	38	28	26	18			
10.30 - 11.00																		A	13.2	22	1106	1258	678	206	775	144	309	334	405	398	437	109	190	187	216	213	24	19	22	15			
CBS WEDNESDAY NIGHT MOVIE																		28	196	198	A	11.2	18	939	1556	634	239	692	126	295	310	354	347	700	197	365	353	341	271	93	32	71	42
1 WED. 9.00P 120 CBS FF																		98	99	B	12.5	20	1048	1616	700	250	766	240	426	400	375	282	619	226	394	349	297	186	138	59	93	59	
2 WED. 8.00P 180																																											
8.00 - 8.30																		A	10.9	19	913	1698	637	252	741	179	316	270	315	381	732	164	375	350	359	309	124	80	101	52			
8.30 - 9.00																		A	10.4	17	872	1558	596	237	692	163	314	309	320	333	681	192	360	373	311	266	106	67	79	35			
9.00 - 9.30																		A	10.4	16	872	1571	664	253	714	135	312	325	363	358	669	191	340	322	310	269	85	26	103	62			
9.30 - 10.00																		A	10.9	16	913	1606	650	245	706	117	293	313	366	363	732	236	385	358	328	274	75	9	93	65			
10.00 - 10.30																		A	12.1	19	1014	1535	628	232	675	111	298	329	363	320	706	199	373	364	358	264	101	25	53	33			
10.30 - 11.00																		A	12.0	21	1006	1465	614	225	658	112	271	294	351	333	692	188	364	368	365	256	96	31	19	7			
CELEBRITIES WHERE-NOW(S)																		203		A	15.0	24	1257	1617	670	260	795	252	431	393	373	289	558	227	376	305	255	157	143	64	121	61	
1 THU. 9.00P 60 ABC U																		98		A	14.2	23	1190	1637	667	274	804	256	445	401	376	290	551	216	365	303	257	160	143	74	139	76	
9.00 - 9.30																		A	15.8	26	1324	1588	671	245	782	248	415	382	367	288	560	236	381	306	251	151	143	54	103	46			
9.30 - 10.00																																											
CHEERS																		21	207	211	A	14.4	24	1207	1818	768	357	856	392	578	453	348	236	570	230	383	355	270	152	163	99	229	149
THU. 9.00P 30 NBC CS																		99	99	B	15.9	24	1332	1744	728	317	824	346	527	451	324	252	582	270	404	349	239	141	183	110	155	99	
CLASSIC CREATURES(S)																		201		A	7.5	16	629	2350	659	356	733	289	463	390	360	211	674	369	486	409	251	152	372	186	571	317	
2 SAT. 8.00P 60 CBS DO																		99		A	7.0	16	587	2336	660	371	739	285	449	367	362	227	720	379	498	394	273	185	366	187	511	292	
8.00 - 8.30																		A	8.0	17	670	2348	655	339	723	296	475	401	352	197	634	359	474	418	228	127	372	181	619	338			
8.30 - 9.00																																											
COUNTRY MUSIC AWARDS(S)																		206		A	18.5	30	1550	1652	832	255	904	235	464	433	441	380	540	160	312	289	288	175	96	60	112	64	
2 MON. 9.00P 121 NBC AC																		99		A	17.6	28	1475	1755	802	224	855	202	425	428	421	365	588	192	364	304	289	191	193	125	119	57	
9.00 - 9.30																		A	19.3	30	1617	1776	851	264	923	243	477	450	440	385	581	199	350	298	283	185	134	79	138	92			
9.30 - 10.00																		A	19.4	31	1626	1575	849	278	929	249	477	433	450	394	498	122	266	269	289	170	43	26	105	64			
10.00 - 10.30																		A	17.9	30	1500	1499	821	253	903	240	479	426	453	370	487	124	268	283	287	150	24	15	85	41			
10.30 - 11.00																																											
DALLAS																		29	206	206	A	25.2	44	2112	1725	823	352	940	304	507	441	384	385	495	158	279	257	223	188	120	54	170	115
CONT'D																																											

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND MAY 1984 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																		
WK #	DAY	START TIME	DUR	NET	TYPE	PROG.	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)							
															TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL 6-11						
EVENING CONT'D																																		
DALLAS-CONT'D																																		
FRI. 9.00P 60 CBS GD 99 99															B 25.6 41 2145	1714	863	311	956	310	481	442	391	408	504	168	266	247	218	204	100	54	154	94
9.00 - 9.30															A 24.1 43 2020	1722	817	342	934	295	496	436	382	391	482	151	267	250	212	189	117	57	189	122
9.30 - 10.00															A 26.4 46 2212	1714	828	360	943	311	515	441	387	380	502	164	288	260	230	187	117	48	152	106
DIFFRENT STROKES-SAT. 30 206 204															A 9.4 20 788	1805	746	157	792	223	402	356	322	334	516	189	316	278	239	161	178	93	319	212
SAT. 8.00P 30 NBC CS 98 99															B 14.5 25 1215	1979	700	238	772	247	410	378	317	311	500	174	289	271	231	166	252	131	455	320
DISNEY'S MOTHER'S DAY(S) 200															A 10.5 21 880	2053	672	226	712	329	454	357	223	252	411	132	222	238	193	154	288	140	642	435
1 FRI. 8.00P 60 CBS EA 98															A 9.6 19 804	1923	653	232	689	312	433	321	217	256	396	106	207	223	200	160	254	104	584	398
8.00 - 8.30															A 11.5 22 964	2134	683	218	723	339	469	382	226	247	419	152	229	243	184	152	312	167	680	458
8.30 - 9.00															A 13.5 21 1131	1759	583	276	686	308	457	334	250	188	545	220	319	238	185	198	317	187	211	189
DOUBLE TROUBLE 5 200															B 13.5 21 1131	1756	662	255	733	285	469	399	309	218	534	218	360	292	235	137	295	160	194	143
2 WED. 9.30P 30 NBC CS 99															A 5.7 12 478	2456	529	277	596	196	358	376	302	184	978	310	676	609	555	234	254	136	628	378
DOUG HENNING'S WRLD-MAGIC(S) 158															A 5.2 12 436	2323	490	323	604	204	362	335	300	188	948	281	648	621	546	230	226	133	545	329
1 SUN. 7.00P 60 NBC GV 89															A 6.3 13 528	2513	554	236	578	186	346	399	301	179	980	327	684	586	550	233	274	134	681	409
7.00 - 7.30															A 11.3 18 947	1762	791	357	847	428	574	467	299	224	553	243	391	347	250	136	174	112	188	132
7.30 - 8.00															B 12.2 19 1022	1681	755	321	802	353	519	463	324	225	543	273	407	358	216	104	185	103	151	99
DUCK FACTORY 5 204 203															A 11.3 23 947	1742	668	206	772	183	303	274	328	442	521	113	261	256	267	232	138	42	311	184
THU. 9.30P 30 NBC CS 99 99																																		
DUKES OF HAZZARD 26 202																																		
2 FRI. 8.00P 60 CBS CS 99															B 16.4 27 1374	1967	678	205	756	242	350	305	299	364	574	179	301	268	268	241	163	71	474	273
8.00 - 8.30															A 10.0 22 838	1699	656	194	763	156	269	250	344	455	500	109	242	226	241	236	136	48	300	188
8.30 - 9.00															A 12.6 25 1056	1767	675	213	776	205	329	289	313	432	536	117	276	278	284	228	136	36	319	180
DYNASTY 26 204															A 25.7 38 2154	1904	947	453	1074	499	703	533	396	303	577	237	387	306	247	160	177	126	76	39
1 WED. 9.00P 60 ABC GD 99															B 24.2 37 2028	1705	855	356	968	373	578	499	409	317	516	204	319	280	222	165	124	74	97	61
9.00 - 9.30															A 23.6 36 1978	1907	936	447	1054	480	682	532	395	307	582	241	389	309	250	160	178	119	93	45
9.30 - 10.00															A 27.7 41 2321	1906	955	456	1092	515	722	534	396	301	577	234	383	305	248	162	178	134	59	36
'84 VOTE:IN,ND,DH,NCB:35P(S) 186															A 16.9 26 1416	1970	755	333	902	500	679	512	282	178	596	336	468	406	199	98	147	66	325	204
1 TUE. 8.35P 2 ABC N 85																																		
FACTS OF LIFE 29 198 201															A 13.8 21 1156	1721	711	224	771	299	497	401	324	238	521	196	337	278	224	148	245	161	184	134
1 WED. 9.30P 60 NBC CS 98 97															B 16.9 25 1416	1775	702	243	786	284	474	405	335	268	513	193	326	272	226	158	271	157	205	140
2 WED. 9.00P 30															A 13.3 21 1115	1750	644	244	724	316	463	338	258	231	550	170	334	285	240	184	272	181	204	178
9.00 - 9.30															A 12.7 19 1064	1705	708	180	743	214	441	376	353	269	484	164	292	247	218	148	272	180	206	138
9.30 - 10.00															A 15.4 23 1291	1702	771	241	832	350	568	477	358	216	522	245	378	298	213	112	200	130	148	90
10.00 - 10.30															A 23.0 40 1927	1637	802	323	923	263	483	442	421	389	476	128	250	242	240	193	99	35	139	104
FALCON CREST 27 206 206															B 22.1 38 1852	1584	838	294	936	276	459	432	413	404	466	144	236	223	211	197	94	48	88	64
FRI. 10.00P 60 CBS GD 99 99															A 23.0 40 1927	1627	798	313	913	251	473	435	421	392	481	130	258	247	242	192	95	33	138	102
10.00 - 10.30															A 23.1 40 1936	1636	801	332	928	275	490	447	419	384	466	122	240	235	239	192	102	36	140	106
FALL GUY 30 203 208															A 16.0 27 1341	1836	735	260	786	327	489	402	312	255	596	260	396	275	245	167	175	101	279	185
1 WED. 8.39P 21 ABC A 99 99															B 19.5 30 1634	1901	716	284	795	312	489	426	352	247	616	243	397	340	281	185	198	80	292	182
2 WED. 8.00P 60															A 15.2 27 1274	1937	749	238	803	373	525	409	301	247	595	294	407	256	221	163	201	121	338	220
8.00 - 8.30															A 16.5 27 1383	1776	729	270	778	304	469	396	318	261	594	240	388	286	258	167	158	89	246	165
8.30 - 9.00																																		

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND MAY 1984 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																	
WK # DAY		START TIME	DUR	NET	TYPE	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING OF HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES					WOMEN					MEN					TEENS (12-17) TOTAL FEM		CHILDREN (2-11) TOTAL 6-11		
														TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+								
EVENING CONT'D																																	
FAMILY SECRETS(S)																																	
1 SUN. 9.00P 120 NBC FF 99														A 15.6 25 1307	1654	789	308	918	366	607	567	418	243	566	182	363	371	329	132^	139^	83^	31^	8^
9.00 - 9.30														A 14.8 24 1240	1701	786	296	886	360	581	539	385	238	614	196	378	396	349	148^	140^	79^	61^	32^
9.30 - 10.00														A 15.7 24 1316	1682	797	317	914	365	607	572	417	238	586	199	380	385	328	128^	151^	76^	31^	17^
10.00 - 10.30														A 16.2 26 1358	1639	783	322	928	364	616	579	438	241	562	192	375	369	324	124^	133^	84^	16^	17^
10.30 - 11.00														A 15.8 27 1324	1579	779	290	930	360	610	577	430	252	501	142^	316	335	314	128^	133^	95^	15^	17^
FAMILY TIES																																	
THU. 8.30P 30 NBC CS 99 99														A 13.7 24 1148	1934	718	314	860	396	576	418	327	241	443	174	294	252	189	122	280	167	351	220
														B 15.3 23 1282	1897	722	278	831	313	512	439	345	271	483	203	309	264	199	136	255	158	328	221
FANTASY ISLAND																																	
SAT. 10.00P 60 ABC A 99 99														A 13.5 26 1131	1678	703	255	767	222	371	364	365	326	588	229	376	305	263	165	203	96^	120	104^
10.00 - 10.30														B 15.1 27 1265	1677	717	266	798	263	446	404	366	302	506	186	320	285	237	154	207	113	166	127
10.30 - 11.00														A 12.9 25 1081	1707	707	246	775	232	379	364	352	331	597	236	381	298	261	169	219	86^	116	95^
														A 14.1 28 1182	1643	693	260	754	210	359	361	375	321	577	222	368	309	264	161	188	106	124	111
FIRST OLYMPICS:ATHENS,PT1(S)																																	
2 SUN. 8.00P 120 NBC FF 99														A 10.5 18 880	2218	698	392	770	320	586	484	374	184^	698	239^	519	503	382	135^	373	211^	377	297
8.00 - 8.30														A 9.1 16 763	2494	679	435	813	354	636	516	392	177^	698	267^	539	489	354	129^	452	272^	531	409
8.30 - 9.00														A 10.0 17 838	2422	698	420	785	359	613	506	358	172^	702	249^	557	513	383	116^	458	274^	477	353
9.00 - 9.30														A 11.2 18 939	2043	668	367	721	306	529	429	338	192^	697	221^	509	531	394	141^	356	213^	269	228^
9.30 - 10.00														A 11.8 19 989	1963	728	348	750	263	564	483	407	186^	689	224^	472	481	379	149^	261	110^	263	223^
FOUR SEASONS																																	
SUN. 8.30P 30 CBS CS 99 97														A 10.1 17 846	1700	718	257	789	211	372	329	338	385	603	177	313	290	292	238	179	123^	129^	90^
														B 10.8 18 905	1700	771	305	842	223	391	363	374	402	554	135	259	271	266	239	151	99	153	93
FOUL UPS, BLEEPs-BLUNDERS																																	
2 TUE. 8.00P 60 ABC U 99														A 14.4 25 1207	1960	782	349	871	392	569	400	332	259	456	156^	243	222	187^	174^	402	300	231	141^
8.00 - 8.30														B 15.6 24 1307	1846	719	285	820	312	497	408	347	268	561	212	350	304	253	174	222	139	243	153
8.30 - 9.00														A 13.7 24 1148	1870	803	344	873	385	561	389	325	269	439	155^	226	203	167^	172^	371	272	187^	123^
														A 15.2 25 1274	2021	755	347	857	392	570	406	333	247	465	157^	257	235	201	172^	429	326	270	157^
GEORGE BURNS-80 YRS-SHWBZ(S)																																	
2 SAT. 10.00P 60 NBC GV 99														A 11.7 23 980	1715	693	291	875	187^	371	367	412	432	571	132^	302	304	328	238	96^	26^	173^	114^
10.00 - 10.30														A 11.5 22 964	1793	692	289	881	197^	384	377	415	425	590	131^	329	334	352	227^	107^	29^	215^	125^
10.30 - 11.00														A 11.9 23 997	1629	687	292	864	178^	355	352	402	440	549	132^	273	272	301	248	85^	23^	131^	104^
GIMME A BREAK																																	
THU. 8.00P 30 NBC CS 98 99														A 13.1 25 1098	1694	671	256	779	291	432	334	307	298	392	121	212	191	169	151	207	133	316	181
														B 15.0 24 1257	1910	726	258	841	281	466	415	357	321	482	174	275	247	207	166	221	136	366	242
GOING BACK HOME(S)																																	
1 MON. 8.00P 60 ABC U 99														A 12.5 19 1048	2029	856	344	950	349	607	487	456	262	586	209^	357	347	276	158^	266	102^	227	129^
8.00 - 8.30														A 12.4 20 1039	2083	826	337	920	329	570	460	454	273	587	206^	356	338	279	164^	270	103^	306	133^
8.30 - 9.00														A 12.8 19 1056	1968	887	350	978	372	643	512	458	250	585	211^	359	352	274	154^	258	99^	147^	127^
HAPPY DAYS																																	
1 TUE. 8.00P 60 ABC CS 99														A 19.0 29 1592	1955	761	304	890	473	661	502	292	188	567	295	432	387	207	106^	182	94^	316	209
8.00 - 8.30														B 15.8 24 1324	1975	761	310	896	460	656	498	304	197	539	261	387	362	213	106	232	133	308	197
8.30 - 9.00														A 17.7 28 1483	1937	751	295	878	475	655	488	277	188	527	273	407	354	192	105^	188	101^	344	224
														A 20.2 30 1693	1973	772	312	900	470	667	513	306	189	602	315	456	416	221	107^	178	89^	293	197
HART TO HART																																	
2 TUE. 10.00P 60 ABC PD 99														A 13.4 23 1123	1418	713	341	827	328	536	441	383	241	443	134^	261	246	262	141^	75^	54^	73^	51^
10.00 - 10.30														B 15.3 26 1282	1565	740	302	838	320	515	454	383	257	532	202	341	302	253	155	119	72	76	48
10.30 - 11.00														A 13.6 22 1140	1486	731	364	867	381	570	427	367	242	453	151^	279	250	256	137^	85^	58^	81^	57^
														A 13.3 23 1115	1330	687	316	778	272	496	450	393	240	425	113^	240	239	264	143^	64^	48^	63^	45^
HILL STREET BLUES																																	
THU. 10.00P 60 NBC OP 99 99														A 16.8 28 1408	1654	692	270	786	358	559	493	344	185	645	324	488	420	258	127	139	78^	84^	54^
CONT'D														B 16.8 28 1408	1669	703	299	771	335	552	494	354	179	743	364	566	494	316	143	102	44	53	38

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND MAY 1984 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																				
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	KEY	AVG. AUD. SHARE %	AVG. AUD. % (0,000)	TOTAL PERSONS (2+)	LADY WORK-HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES											TEENS (12-17)		CHILDREN (2-11)										
													TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL 6-11										
EVENING CONT'D																																				
HILL STREET BLUES-CONT'D																																				
10.00 - 10.30													A	16.5	27	1383	1684	710	283	799	369	570	497	344	189	643	318	480	419	258	133	150	81^	92	63^	
10.30 - 11.00													A	17.0	29	1425	1625	674	257	772	344	549	490	345	181	648	330	494	423	257	123	132	77^	73^	43^	
HIS AND HERS(S)																																				
2 TUE. 8.30P 30 CBS CS													197	A	7.3	12	612	1557	629	248^	870	308^	414	369^	330^	408	425	117^	220^	198^	226^	169^	111^	80^	151^	79^
HOTEL																																				
1 WED. 10.00P 60 ABC GD													28	A	20.6	33	1726	1693	947	382	1024	399	619	477	451	332	550	179	326	271	276	181	79^	65^	40^	15^
10.00 - 10.30													B	21.3	36	1785	1533	814	314	909	294	501	455	437	337	500	164	283	260	244	180	79	51	45	27	
10.30 - 11.00													A	21.0	33	1760	1741	958	397	1043	413	641	479	447	334	566	189	339	277	277	183	79^	63^	53^	20^	
INDY 500 TIME TRIALS(S)																																				
2 SUN. 6.05P 55 ABC SE													181	A	4.0	10	335	1612	572^	325^	671^	292^	439^	273^	319^	214^	845	451^	606^	513^	310^	224^	LT	LT	96^	80^
6.00 - 6.30													A	3.9	10	327	1657	666^	443^	812	335^	551^	396^	419^	220^	786	383^	539^	441^	308^	240^	LT	LT	59^	59^	
6.30 - 7.00													A	4.1	10	344	1573	500^	232^	564^	258^	351^	171^	244^	213^	884	500^	654^	567^	308^	210^	LT	LT	125^	99^	
JEFFERSONS																																				
SUN. 9.00P 30 CBS CS													24	A	13.8	22	1156	1631	674	279	747	235	377	332	305	328	644	264	386	336	272	209	123	51^	117	94^
JENNIFER SLEPT HERE																																				
1 SAT. 8.30P 30 NBC CS													4	A	10.4	21	872	2026	707	211^	793	321	466	416	326	235^	539	245^	346	270	203^	148^	168^	75^	526	401
KATE & ALLIE																																				
1 MON. 9.00P 30 CBS CS													5	A	15.1	21	1265	1641	768	304	856	244	389	411	345	380	435	163^	210	169^	128^	184	242	150^	108^	108^
													99	B	18.8	28	1575	1739	779	314	876	297	501	473	381	316	530	194	318	271	237	176	196	117	137	99
KNIGHT RIDER																																				
1 SUN. 8.00P 60 NBC A													26	A	13.7	25	1148	2129	680	229	705	303	460	424	272	189^	688	254	469	441	351	151^	215	96^	521	327
8.00 - 8.30													B	17.2	25	1441	2107	678	261	756	291	487	432	337	223	670	257	460	407	318	170	243	106	438	292	
8.30 - 9.00													A	12.4	23	1039	2136	656	202^	681	286	444	400	254	194^	698	246	483	444	361	160^	223	97^	534	303	
													A	15.1	26	1265	2102	692	247	715	309	465	439	286	183	669	255	450	431	340	143^	210	95^	508	342	
LAST DAYS OF POMPEII-PT.2(S)																																				
1 MON. 9.00P 120 ABC FF													205	A	16.5	24	1383	1753	811	324	917	272	566	496	496	283	651	197	360	380	308	239	135^	69^	50^	21^
9.00 - 9.30													A	16.1	23	1349	1832	817	320	920	292	574	499	469	269	665	211	359	394	310	251	152^	77^	95^	32^	
9.30 - 10.00													A	17.1	24	1433	1802	855	367	952	296	602	514	497	285	625	162	319	361	316	246	144^	76^	81^	19^	
10.00 - 10.30													A	16.9	25	1416	1738	808	321	916	264	561	497	513	292	674	212	394	400	316	235	133^	65^	15^	15^	
10.30 - 11.00													A	15.8	24	1324	1647	773	288	890	236	535	483	515	285	639	206	370	368	289	224	104^	53^	14^	14^	
LAST DAYS OF POMPEII-PT.3(S)																																				
1 TUE. 9.00P 120 ABC FF													205	A	16.7	24	1399	1796	775	343	948	294	569	526	487	275	653	222	366	368	275	240	161^	80^	34^	12^
9.00 - 9.30													A	16.6	24	1391	1831	778	313	934	302	568	529	458	271	659	212	362	366	291	240	180	83^	58^	18^	
9.30 - 10.00													A	16.3	23	1366	1858	776	345	951	304	576	520	472	275	661	221	371	377	277	241	170^	79^	76^	29^	
10.00 - 10.30													A	17.0	25	1425	1749	806	362	948	277	565	541	512	267	654	226	366	364	269	251	147^	79^	LT	LT	
10.30 - 11.00													A	17.1	26	1433	1722	748	339	938	286	554	510	494	275	637	229	360	358	259	232	147^	80^	LT	LT	
LOVE BOAT																																				
SAT. 9.00P 60 ABC CS													30	A	14.5	28	1215	1739	787	275	873	235	383	350	400	424	535	146	273	240	262	213	185	96^	146	90^
9.00 - 9.30													B	18.6	32	1559	1730	772	275	861	249	418	386	370	387	511	159	286	254	232	196	172	103	186	129	
9.30 - 10.00													A	13.8	27	1156	1703	806	278	890	221	379	352	417	446	525	128	257	237	267	220	161	98^	127	76^	
													A	15.2	29	1274	1761	766	273	856	245	384	345	384	407	540	158	283	240	259	207	203	94	162	102	
MAGNUM, P.I.																																				
1 THU. 8.00P 120 CBS PD													31	A	16.1	28	1349	1626	682	206	790	245	383	346	311	366	614	214	356	294	262	221	89	53^	133	86^
2 THU. 8.00P 60													205	B	21.5	33	1802	1788	728	255	805	245	417	386	370	336	631	218	377	331	300	216	154	61	198	126
8.00 - 8.30													A	13.7	26	1148	1630	668	201	805	227	373	329	314	396	589	191	320	267	243	222	95^	59^	141	97^	
8.30 - 9.00													A	15.5	27	1299	1634	672	223	804	253	387	335	298	382	580	170	325	290	274	217	97	64^	153	111	
9.00 - 9.30													A	18.0	30	1508	1582	710	188	780	248	373	358	304	356	623	239	362	296	242	229	70^	26^	109^	49^	
9.30 - 10.00													A	20.6	33	1726	1625	679	195	746	253	395	372	325	304	679	281	436	338	283	213	88^	51^	112^	65^	

FOR EXPLANATION OF SYMBOLS, SEE PAGE A

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND MAY 1984 REPORT

PROGRAM NAME										AUDIENCE COMPOSITION																			
T/C THIS SEASON					NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																				
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	WOMEN					MEN					TEENS (12-17)		CHILDREN (2-11)			
														TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL 6-11		
EVENING CONT'D																													
RIPTIDE						15	200		A 15.1 24 1265		1738	707	302	756 238	451 434	379 239	680 308	461 376	280 170	174	27	128	57						
2 TUE. 9.00P 60 NBC PD						99		B 18.0 27 1508		1787	692	269	758 275	466 438	365 238	704 293	484 415	318 180	168 56	157 96									
9.00 - 9.30								A 15.0 24 1257		1780	726	301	776 239	456 439	384 251	685 317	466 370	272 167	184 36	135 56									
9.30 - 10.00								A 15.3 24 1282		1673	684	302	731 236	443 423	368 228	669 298	452 376	281 174	156 14	117 55									
RIPLEY'S BELIEVE IT-NOT						27	187	188	A 9.3 19 779		2237	782	341	866 378	604 481	358 224	745 318	544 440	335 166	215 74	411 284								
SUN. 7.00P 60 ABC U						96	96	B 12.4 20 1039		2067	667	268	743 286	472 432	330 218	768 324	543 474	351 179	215 91	341 227									
7.00 - 7.30								A 8.1 17 679		2286	793	339	886 386	635 477	368 233	771 336	567 451	341 167	207 65	422 299									
7.30 - 8.00								A 10.4 21 872		2198	777	341	852 373	584 484	352 217	725 301	525 433	334 164	221 80	400 272									
ST. ELSEWHERE						24	206	207	A 12.4 21 1039		1585	673	272	814 390	570 496	331 185	598 270	431 375	263 132	115 61	58 34								
1 WED. 10.30P 60 NBC GD						98	99	B 13.1 22 1098		1578	756	301	843 346	559 513	372 230	590 271	424 369	254 134	98 49	47 28									
2 WED. 10.00P 60								A 12.2 20 1022		1700	639	315	833 438	588 464	291 177	597 258	406 365	252 159	191 96	79 54									
10.00 - 10.30								A 12.3 21 1031		1567	665	267	812 389	566 498	335 180	578 274	426 368	240 124	124 66	53 40									
10.30 - 11.00								A 12.6 24 1056		1496	730	235	802 343	563 524	358 203	635 271	466 402	320 116	15 15	44 10									
11.00 - 11.30																													
SCARECROW & MRS. KING						27	204	205	A 14.9 25 1249		1641	751	295	845 284	443 420	361 343	531 146	284 274	282 202	129 63	136 83								
MON. 8.00P 60 CBS GD						99	99	B 17.9 27 1500		1759	757	281	851 267	449 422	380 348	534 167	304 283	260 195	170 92	204 131									
8.00 - 8.30								A 14.2 24 1190		1611	742	281	838 275	432 414	358 348	526 142	271 262	276 207	119 57	128 77									
8.30 - 9.00								A 15.7 25 1316		1647	752	304	842 287	448 420	360 336	532 148	293 278	283 198	134 68	139 88									
SILVER SPOONS						1	192		A 9.0 19 754		2088	755	131	798 242	428 359	324 347	535 142	318 307	305 176	380 255	375 246								
2 SAT. 8.30P 30 NBC CS						97		B 9.0 19 754		2088	755	131	798 242	428 359	324 347	535 142	318 307	305 176	380 255	375 246									
SIMON & SIMON																													
1 THU. 10.00P 60 CBS PD						99		A 16.6 28 1391		1543	721	233	769 304	437 436	360 243	599 196	366 284	318 208	109 79	66 47									
10.00 - 10.30								B 23.4 36 1961		1708	755	256	831 273	464 425	388 312	614 214	380 333	299 200	141 59	122 80									
10.30 - 11.00								A 16.8 28 1408		1570	709	218	755 304	425 421	343 242	611 184	371 299	339 214	115 84	89 62									
								A 16.4 28 1374		1509	727	247	779 304	444 453	372 241	583 209	359 269	294 199	104 74	43 33									
60 MINUTES						34	206	205	A 15.9 33 1332		1424	656	216	708 110	260 279	326 406	647 176	282 266	291 305	34 12	35 19								
SUN. 7.00P 60 CBS DN						99	99	B 23.4 37 1961		1631	725	286	781 176	344 346	378 377	694 186	344 346	342 288	81 35	75 47									
7.00 - 7.30								A 15.1 32 1265		1378	638	197	680 102	228 253	304 409	646 170	274 259	299 313	21 5	31 16									
7.30 - 8.00								A 16.6 33 1391		1466	674	233	731 114	285 300	347 405	646 177	287 272	286 299	51 20	38 21									
SMURFIC GAMES(S)							160		A 5.1 11 427		2473	440	195	440	173	324	316	228	94	663	284	564	482	297	99	436	92	934	531
2 SUN. 7.00P 30 NBC EA						86																							
T.J. HOOKER						29	205	205	A 11.5 24 964		1484	643	180	708 138	258 266	334 398	467 107	181 128	200 261	146 72	163 97								
SAT. 8.00P 60 ABC OP						99	99	B 15.6 27 1307		1759	731	266	807 206	383 377	392 362	612 167	322 301	310 251	138 64	202 130									
8.00 - 8.30								A 10.4 23 872		1433	626	162	690 134	247 260	319 392	457 93	160 109	195 272	129 56	157 93									
8.30 - 9.00								A 12.7 26 1064		1508	650	191	716 140	265 267	342 398	470 114	194 143	202 250	158 82	164 101									
TV BLOOPERS & PRAC. JOKES						17	207	202	A 16.8 28 1408		1830	721	241	765 225	433 408	380 279	553 218	392 342	269 130	207 118	305 217								
MON. 8.00P 60 NBC CV						99	98	B 19.4 29 1626		1891	702	275	781 288	465 418	344 257	618 242	404 358	291 172	224 108	268 177									
8.00 - 8.30								A 16.0 27 1341		1815	734	231	775 223	432 403	390 293	528 203	365 323	256 132	202 108	310 225									
8.30 - 9.00								A 17.6 28 1475		1838	706	248	754 227	432 413	371 265	575 229	411 355	280 132	210 125	299 211									
TV CENSORED BLOOPERS #6(S)							204		A 12.2 21 1022		1624	760	417	835 312	596 557	421 196	603 225	410 383	292 146	180 78	6 6								
2 SUN. 10.00P 60 NBC CV						99		A 12.2 21 1022		1604	774	448	853 321	630 578	436 195	561 213	383 358	266 136	179 63	11 11									
10.00 - 10.30								A 12.3 22 1031		1622	730	377	802 296	551 534	401 191	635 233	430 402	313 155	185 95	10 10									
10.30 - 11.00																													
THREE'S COMPANY						27	208		A 19.0 30 1592		1957	779	360	922 389	638 519	403 227	475 174	311 272	227 137	261 169	299 191								
2 TUE. 9.00P 30 ABC CS						99		B 17.1 25 1433		1792	700	272	801 328	504 413	332 243	538 215	344 300	235 154	235 140	218 155									

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

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PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND MAY 1984 REPORT

PROGRAM NAME										AUDIENCE COMPOSITION																	
I/C THIS SEASON										VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																	
NO. OF STATIONS & PROGRAM COVERAGE										TEENS (12-17)														CHILDREN (2-11)			
WK # DAY										TOTAL														TOTAL			
START TIME DUR NET TYPE										18-34 35-44 45-54 55+														18-34 35-44 45-54 55+		18-34 35-44 45-54 55+	
WK 1 WK 2										TOTAL														TOTAL			
K E Y										TOTAL														TOTAL			
AUG. SHARE %										TOTAL														TOTAL			
AUG. AUD. (0,000)										TOTAL														TOTAL			
PERSONS OF HOUSEHOLD										TOTAL														TOTAL			
LADY WORK-ING										TOTAL														TOTAL			
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PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND MAY 1984 REPORT

PROGRAM NAME											T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																		
PROGRAM NAME																	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																		
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	KEY	AVG. AUD. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TEENS (12-17)	CHILDREN (2-11)	TOTAL 6-11							
LATE FRINGE CONT'D																																			
TONIGHT SHOW-CONT'D																																			
2 MON. 11.32P 60																																			
2 TU-F 11.30P 60																																			
11.30 - 12.00																																			
12.00 - 12.30																																			
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WEEKDAY DAYTIME																																			
ABC DAYTIME NEWSBRIEF-M-F 153 191																																			
1 M-F 1.57P 2 ABC N 96																																			
ABC DAYTIME NEWSBRIEF-M-F 5 204																																			
2 M-F 2.57P 2 ABC N 99																																			
ABC WORLD NEWS-MORN-615A 30 95 95																																			
M-F 6.15A 15 ABC N 72 72																																			
ABC WORLD NEWS-MORN-645A 158 156 156																																			
M-F 6.45A 15 ABC N 87 87																																			
ALL MY CHILDREN 160 206 206																																			
1 M-F 1.00P 60 ABC DD 99 99																																			
2 MON. 1.19P 41																																			
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FOR EXPLANATION OF SYMBOLS, SEE PAGE A

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND MAY 1984 REPORT

PROGRAM NAME						T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		K E Y		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																		
														VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																		
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2			AVG. AUD. %	AVG. SHARE %	AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK OF HOUSE WOM.	ING WOM.	WOMEN					MEN					TEENS (12-17)		CHILDREN (2-11)				
																	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL 6-11		
WEEKDAY DAYTIME CONT'D																																
NEWSBREAK-11.57						158	181	178	A	6.5	29	545	1330	713	139		840	281	430	322	327	361	352	102^	200	184	147	139	13^	8^	125	26^
M-F		11.57A	2	CBS	N	89	88		B	7.9	31	662	1311	678	123		768	229	359	314	318	365	360	110	175	145	133	171	45	28	138	51
NEWSBREAK-3.57						155	190	187	A	6.1	20	511	1295	817	154		933	283	509	422	420	381	164	37^	68^	42^	81^	96^	92^	87^	106^	60^
M-F		3.57P	2	CBS	N	94	95		B	6.6	19	553	1338	814	159		909	244	442	391	415	421	204	63	92	62	75	107	126	91	99	57
ONE LIFE TO LIVE						159	204	204	A	6.6	25	553	1277	730	275		856	465	617	465	299	191	263	158	211	109	72^	45^	83^	58^	75^	12^
M-F		2.00P	60	ABC	DD	99	99		B	8.0	27	670	1323	789	253		904	449	639	509	349	205	243	130	182	123	83	49	91	65	85	26
2.00 - 2.30									A	6.4	24	536	1256	732	264		858	473	612	465	289	192	271	160	222	117	78^	44^	51^	32^	76^	10^
2.30 - 3.00									A	6.8	26	570	1274	726	279		850	452	618	465	306	189	250	154	196	98^	60^	46^	106	81^	68^	12^
PRESS YOUR LUCK						160	154	154	A	4.2	20	352	1247	644	122^		752	173	338	330	345	369	330	80^	191	171	171	125^	20^	17	145^	17
M-F		10.30A	30	CBS	QP	80	80		B	4.9	20	411	1274	666	139		753	199	330	298	318	386	332	118	185	147	114	141	51	27	138	54
PRICE IS RIGHT 1						156	202	202	A	6.0	28	503	1348	683	130		791	235	381	289	306	360	415	135	236	196	151	163	18^	14	124	20^
M-F		11.00A	30	CBS	AP	99	99		B	7.2	29	603	1323	654	122		737	206	329	295	296	370	393	130	194	160	130	185	45	26	148	51
PRICE IS RIGHT 2						157	202	202	A	8.1	36	679	1293	682	125		783	233	387	308	321	347	386	115	204	175	143	167	17^	13^	107	19^
M-F		11.30A	30	CBS	AP	99	99		B	9.7	38	813	1327	671	121		753	215	343	306	308	370	381	117	180	149	132	186	49	28	144	50
RYAN'S HOPE						160	176	176	A	4.3	17	360	1086	654	242		799	402	549	430	256	200	189	120^	150^	94^	42^	39^	17	17	92^	17^
M-F		12.30P	30	ABC	DD	94	94		B	4.8	17	402	1278	748	229		862	421	591	467	310	207	233	101	155	111	84	71	70	50	113	29
SALE OF THE CENTURY						154	156	156	A	4.3	20	360	1244	803	72^		822	200	367	336	361	416	273	89^	131^	113^	97^	137^	19^	19^	130^	17^
M-F		10.30A	30	NBC	QG	85	85		B	4.7	20	394	1387	732	106		785	208	363	322	333	374	355	118	185	160	137	152	78	49	169	61

SEARCH FOR TOMORROW						158	158	158	A	3.0	12	251	1386	813	83	921	264	383	307	425	490	342	140	151	104	95	179	17	17	116	44
M-F		12.30P	30	NBC	DD	79	78		B	3.2	11	268	1259	744	135	844	226	348	307	374	443	303	95	114	82	116	169	37	24	75	32
TATTLETALES						154	107	107	A	3.2	11	268	1183	738	75	836	187	306	282	332	471	275	19	97	93	137	175	19	17	53	17
M-F		4.00P	30	CBS	QG	60	61		B	3.4	10	285	1279	747	139	836	203	344	345	335	431	287	63	102	95	110	164	70	34	86	42
TODAY SHOW-7.30AM						160	204	204	A	3.7	19	310	1471	807	219	826	139	317	345	359	429	510	51	248	255	303	242	19	17	116	91
M-F		7.30A	30	NBC	N	99	99		B	3.8	18	318	1331	718	195	747	128	276	330	349	395	490	88	211	213	224	247	29	17	65	46
TODAY SHOW-8.30AM						159	204	204	A	3.9	19	327	1263	744	116	788	132	248	297	329	452	401	76	175	180	174	190	17	17	61	27
M-F		8.30A	30	NBC	N	99	99		B	4.4	20	369	1247	692	166	742	124	255	287	322	427	425	72	168	177	186	220	34	22	46	17
\$25,000 PYRAMID						155	166	166	A	4.7	23	394	1256	674	182	809	225	383	320	360	373	338	74	175	151	192	147	13	17	96	18
M-F		10.00A	30	CBS	QP	87	87		B	5.0	21	419	1252	691	137	777	171	318	300	356	412	333	97	174	155	144	145	42	22	100	41
WHEEL OF FORTUNE						156	206	206	A	6.8	31	570	1321	877	103	941	243	448	400	424	439	217	78	91	76	54	122	25	20	138	34
M-F		11.00A	30	NBC	QG	99	99		B	7.3	30	612	1302	780	128	846	207	364	350	363	422	273	81	129	102	103	135	49	28	134	45
YOUNG AND THE RESTLESS						157	206	205	A	7.8	31	654	1289	860	118	945	304	472	391	385	424	253	67	116	91	110	133	13	11	78	17
1 M-F		12.30P	60	CBS	DD	99	99		B	8.6	31	721	1299	819	138	912	291	465	408	387	395	266	97	136	110	92	121	45	30	76	25
2 MON.		12.30P	30																												
& 1.20P		10																													
2 TU-F		12.30P	60																												
12.30 - 1.00									A	7.8	32	654	1287	847	105	929	295	470	391	382	414	262	70	116	94	107	142	17	12	79	7
1.00 - 1.30									A	7.9	30	662	1272	864	129	951	309	471	387	385	430	235	62	113	89	108	121	10	9	76	17
*WEEKEND DAYTIME																															
ABC WEEKEND SPECIALS						28	182	184	A	3.1	12	260	1835	373	242	435	162	404	338	273	31	246	92	92	124	136	103	380	61	774	528
SAT.		12.00N	30	ABC	FV	91	92		B	4.9	16	411	1755	333	146	400	200	295	202	148	94	314	173	251	201	120	48	294	160	747	470

FOR EXPLANATION OF SYMBOLS, SEE PAGE A

PROGRAM NAME										I/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																	
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	KEY	AVG. AUD. SHARE %	AVG. AUD. SHARE %	AVG. AUD. (0.000)	TOTAL PERSONS OF (2+)	LADY WORK-ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)							
														TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL 6-11						
WEEKEND DAYTIME CONT'D																																	
CAPTAIN KANGAROO-S-CONT'D																																	
7.00 - 7.30																																	
7.30 - 8.00																																	
CBS CHILDREN'S FILM FEST.																																	
SAT. 1.30P 30 CBS CL																																	
CHARLIE BROWN&SNOOPY SHOW																																	
SAT. 8.00A 30 CBS CA																																	
COLONIAL GOLF-SAT(S)																																	
2 SAT. 4.36P 83 CBS SE																																	
4.30 - 5.00																																	
5.00 - 5.30																																	
5.30 - 6.00																																	
COLONIAL GOLF-SUN(S)																																	
2 SUN. 1.00P 172 CBS SE																																	
& 4.02P 14																																	
1.00 - 1.30																																	
1.30 - 2.00																																	
2.00 - 2.30																																	
2.30 - 3.00																																	
3.00 - 3.30																																	
3.30 - 4.00																																	
4.00 - 4.30																																	
GEONS AND DRAGONS																																	
SAT. 9.30A 30 CBS CA																																	
ACE THE NATION																																	
SUN. 10.30A 30 CBS CC																																	
INTSTONE FUNNIES																																	
SAT. 8.00A 30 NBC CA																																	
THE NEWS- 8.26AM																																	
SAT. 8.26A 3 CBS CN																																	
THE NEWS- 9.56AM																																	
SAT. 9.56A 3 CBS CN																																	
THE NEWS-10.26AM																																	
SAT. 10.26A 3 CBS CN																																	
THE NEWS-11.56AM																																	
SAT. 11.56A 3 CBS CN																																	
THE NEWS-12.26PM																																	
SAT. 12.26P 3 CBS CN																																	
THE NEWS-12.56PM																																	
SAT. 12.56P 3 CBS CN																																	
THE NEWS- 1.26PM																																	
SAT. 1.26P 3 CBS CN																																	

KEY: A-CURRENT REPORT B-SEASON AVERAGE

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND MAY 1984 REPORT

PROGRAM NAME										AUDIENCE COMPOSITION																						
										VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																						
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE		KEY	HOUSEHOLD AUDIENCES		TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM																			
							AVG. AUD. SHARE %	AVG. AUD. (0,000)		TOTAL	18-34			18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TEENS (12-17) TOTAL FEM.	CHILDREN (2-11) TOTAL 6-11							
WEEKEND DAYTIME CONT'D																																
LITTLES																																
	SAT.	10.30A	30	ABC	CA		34	197	198	A	4.6	19	385	1906	250	130	414	294	345	167	95	69	170	92	92	46	61	78	179	82	1143	644
							96	97		B	5.7	20	478	1772	254	115	312	172	230	163	96	75	188	101	159	120	73	27	314	144	958	582
MEET THE PRESS																																
	SUN.	12.30P	30	NBC	CC		32	185	188	A	2.5	9	210	1067	410	62	457	90	119	105	86	305	529	205	257	224	210	233	62	62	LT	LT
							97	97		B	2.9	9	243	1222	500	153	556	103	175	183	187	354	534	154	264	240	236	243	36	LT	96	72
MENUDDO-10:25AM																																
	SAT.	10.25A	4	ABC	CN		34	201	201	A	4.9	20	411	2071	367	173	493	332	444	224	149	49	195	120	120	62	50	75	195	87	1188	594
							99	99		B	5.9	21	494	1804	240	105	285	166	221	153	88	58	191	104	164	116	76	27	293	138	1035	620
MENUDDO-11:55AM																																
	SAT.	11.55A	4	ABC	CN		16	198	201	A	3.7	15	310	1697	336	203	429	232	400	276	197	29	122	58	58	29	64	64	223	99	923	553
							96	97		B	5.2	18	436	1675	333	146	395	222	301	199	138	74	241	146	208	141	77	33	272	145	767	443
MR. T																																
	SAT.	11.00A	30	NBC	CA		34	183	206	A	5.4	22	453	1424	263	24	294	151	173	124	94	101	163	110	122	82	53	41	240	114	727	259
							87	98		B	7.9	27	662	1833	312	129	350	200	266	192	114	68	240	143	196	148	79	37	305	136	938	515
MONCHHCHIS																																
	SAT.	8.00A	30	ABC	CA		17	192	190	A	2.5	19	210	2276	290	86	309	52	161	189	157	120	139	53	121	68	77	LT	456	424	1372	887
							95	95		B	3.4	21	285	1859	221	102	253	102	156	118	105	86	144	67	123	108	69	LT	249	110	1213	834
NBA PLAYOFF GAME-1																																
	1 SUN.	1.00P	159	CBS	SE		4	197	198	A	6.2	20	520	1513	392	138	472	152	291	256	195	169	781	333	525	475	333	214	223	91	37	27
	2 SUN.	3.52P	10					98	99	B	6.1	19	511	1446	352	156	403	141	238	211	152	149	791	338	532	490	337	213	179	63	73	54
& 4.16P 112																																
	1.00 - 1.30									A	5.3	19	444	1541	217	63	322	44	215	201	244	77	750	398	509	367	246	241	469	235	LT	LT
	1.30 - 2.00									A	6.3	22	528	1528	178	74	301	44	178	159	215	98	724	356	488	393	275	236	503	227	LT	LT
	2.00 - 2.30									A	6.5	23	545	1639	214	28	341	113	226	184	157	102	797	325	564	483	374	233	472	227	29	29
2.30 - 3.00																																
	3.00 - 3.30									A	6.9	24	578	2016	390	123	512	230	361	303	181	151	964	428	752	663	415	212	478	174	62	62
	3.30 - 4.00									A	7.1	24	595	1755	473	190	652	355	502	408	207	150	921	484	639	484	288	235	91	LT	91	91
	4.00 - 4.30									A	6.6	21	553	1584	547	169	628	219	371	280	242	257	819	342	575	464	323	214	46	LT	91	71
	4.30 - 5.00									A	6.0	17	503	1189	499	119	499	140	270	198	157	229	664	203	378	467	328	197	LT	LT	26	LT
	5.00 - 5.30									A	5.7	16	478	1084	412	130	412	55	176	176	153	236	651	207	383	462	318	189	LT	LT	21	LT
	5.30 - 6.00									A	5.6	16	469	1209	470	222	470	104	217	233	160	237	720	274	461	450	357	180	LT	LT	19	LT
	6.00 - 6.30									A	6.3	17	528	1223	496	222	496	126	285	301	200	195	708	237	421	473	389	174	LT	LT	19	LT
										A	7.0	18	587	1491	736	383	736	175	412	449	362	249	652	189	339	385	297	233	71	LT	32	LT
NBA PLAYOFF GAME SAT(S)																																
	1 SAT.	3.30P	148	CBS	SE		195			A	3.3	12	277	1249	307	LT	314	LT	144	169	212	145	687	387	494	361	212	193	180	94	68	68
	3.30 - 4.00									A	2.7	10	226	850	159	LT	159	LT	75	75	97	84	607	227	381	381	327	226	LT	LT	84	84
	4.00 - 4.30									A	3.2	12	268	1437	294	LT	294	LT	115	171	215	123	799	456	631	444	262	168	265	146	79	79
	4.30 - 5.00									A	3.3	12	277	1386	329	LT	329	LT	106	174	243	155	726	459	535	351	166	191	248	111	83	83
	5.00 - 5.30									A	3.9	14	327	1300	396	LT	423	22	263	263	270	160	673	379	456	312	199	217	146	82	58	58
	5.30 - 6.00									A	3.2	10	268	1272	339	LT	339	LT	142	142	220	197	664	422	488	342	134	176	224	123	45	45
NBA PLAYOFF GAME SA(S)																																
	2 SAT.	2.00P	156	CBS	SE		196			A	5.1	18	427	1265	373	211	420	131	187	256	187	113	746	203	316	460	298	286	54	54	45	18
	2.00 - 2.30									A	4.1	18	344	1172	436	50	436	125	213	305	180	131	719	181	276	425	270	294	LT	LT	17	17
	2.30 - 3.00									A	4.8	18	402	1194	418	209	418	139	194	325	186	93	751	217	350	499	323	252	LT	LT	25	25
	3.00 - 3.30									A	5.1	19	427	1234	342	206	379	105	147	246	179	95	738	200	315	462	309	276	58	58	59	28
	3.30 - 4.00									A	5.5	20	461	1299	384	287	436	153	184	243	194	115	737	215	316	459	285	278	89	89	37	LT
	4.00 - 4.30									A	6.2	21	520	1342	308	258	435	154	221	195	188	113	736	187	300	442	289	294	92	92	79	30
	4.30 - 5.00									A	5.6	18	469	1117	307	117	307	LT	47	139	161	168	740	207	322	399	255	341	70	70	LT	LT
NBC MAJOR LEAGUE PRE GAME																																
	1 SAT.	1.00P	17	NBC	SC		6	203	208	A	4.9	19	411	1428	277	59	474	277	277	141	104	136	681	287	501	439	303	163	102	22	171	85
	2 SAT.	2.00P	16				99	99		B	4.7	17	394	1579	411	96	496	207	268	190	154	185	670	270	438	379	280	191	172	18	241	135

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND MAY 1984 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		KEY	HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																	
WK # DAY		START TIME		DUR		NET		PROG. TYPE		WK 1	WK 2	AVG. AUD. %	AVG. SHARE %		AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																				
																	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL 6-11																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																				
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2ND MAY 1984 REPORT

PROGRAM NAME										I/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		KEY	HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																								
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING OF HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																												
													MEN					TEENS (12-17)					CHILDREN (2-11)																		
													TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL 6-11															
WEEKEND DAYTIME CONT'D																																									
PREAKNESS STAKES(S)																		208	A	9.9	31	830	1430	551	328	611	135^	276^	246^	300	307	773	239^	409	403	323	301	46v	LT	LT	LT
2 SAT. 5.00P 64 ABC SE																		99	A	8.8	28	737	1469	557	354	610	150^	285^	279^	303^	288^	802	230^	429	434	348	304^	57v	LT	LT	LT
5.00 - 5.30																			A	10.9	33	913	1446	552	332	624	123^	271	227^	308	330	782	252^	407	394	322	313	40v	LT	LT	LT
5.30 - 6.00																			A	3.8	13	318	1456	406^	201^	491^	73v	179v	182v	223^	283^	730	258^	372^	314^	255^	309^	147v	34v	88v	23v
PRO BOWLERS SPRING TOUR																		1	B	3.8	13	318	1456	406	201	491	73	179	182	223	283	730	258	372	314	255	309	147	34	88	23
2 SAT. 2.30P 90 ABC SE																		89	A	3.4	12	285	1446	468^	197v	531^	109v	246^	194v	201v	253^	649^	357^	382^	224^	64v	267^	94v	45v	172v	73v
2.30 - 3.00																			A	3.8	14	318	1340	393^	261^	553^	123v	208^	233^	220^	320^	593^	197^	264^	223^	195^	308^	127v	34v	67v	LT
3.00 - 3.30																			A	4.2	14	352	1551	369^	156v	400^	LT	106v	130v	245^	270^	901	222^	450^	464^	457^	338^	210^	22v	40v	LT
3.30 - 4.00																																									
PUPPY-FURTHER ADVENTURES																		33	A	3.8	16	318	1802	285^	179^	401	263^	364^	236^	129^	37v	145^	85v	85v	50v	47v	60v	183^	73v	1073	690
SAT. 11.00A 30 ABC CA																		94	B	5.6	19	469	1734	275	119	333	187	265	176	116	58	246	163	213	132	68	29	276	162	879	539
RASCALS/RICHIE RICH																		34	A	3.3	19	277	1845	288^	144^	317^	72v	181^	192^	170^	97v	203^	68v	188^	120^	127^	LT	145^	65v	1180	712
SAT. 8.30A 30 ABC CA																		98	B	4.1	20	344	1791	276	120	301	1^	209	159	104	83	217	110	187	145	93	25	215	92	1058	659
RUBIK, THE AMAZING CUBE																		34	A	5.0	21	419	2186	370	165^	497	322	438	252^	157^	59v	194^	131^	131^	72^	46v	63v	212^	81^	1283	644
SAT. 10.00A 30 ABC CA																		99	B	6.1	22	511	1838	240	107	283	164	217	156	86	61	196	108	167	118	77	27	284	131	1075	641
SATURDAY SUPERCAD																		34	A	3.7	20	310	1958	238^	97^	241^	151^	180^	96^	29v	61v	197^	148^	187^	144^	39v	LT	226^	161^	1294	888
SAT. 8.30A 60 CBS CA																		94	B	5.1	24	427	1815	231	73	249	112	154	109	78	84	204	106	149	115	69	49	243	95	1119	753
8.30 - 9.00																			A	3.4	20	285	1996	158^	95v	158^	158^	158^	70v	LT	LT	171^	129^	171^	141^	42v	LT	274^	214^	1393	956
9.00 - 9.30																			A	4.0	20	335	1901	297^	98^	306^	146^	199^	119^	53v	107^	211^	162^	194^	146^	32v	17v	177^	111^	1207	826

SCHOOLHOUSE SAT.	ROCK-8:25AM 8.25A	4 ABC CN	17 192 190 95 95	A 2.9 21 243	2276 250^ 90^	287^ 57^ 164^193^ 157^ 94^	148^ 53^ 123^ 70^ 84^ 25^	519 490	1322 858
				B 3.9 23 327	1889 212 99	244 113 160 115 91 74	153 68 136 119 79 LT	259 114	1233 836
SHIRT TALES SAT.	8.30A	30 NBC CA	34 195 196 97 97	A 4.3 25 360	2144 429 109^	429 146^ 260^257^ 249^118^	143^107^ 107^ 50^ 36^ 36^	318^118^	1254 733
				B 4.7 24 394	1786 258 109	286 141 214 177 127 50	174 104 133 107 54 34	241 122	1085 637
SMURFS I SAT.	9.00A	30 NBC CA	34 210 210 99 99	A 5.5 27 461	2432 311 116^	314 131^ 221^231^ 163^ 51^	150^ 94^ 131^117^ 56^ 19^	509 268	1459 846
				B 6.4 27 536	1842 270 114	296 163 224 169 109 50	208 134 176 133 61 24	287 152	1051 593
SMURFS II SAT.	9.30A	30 NBC CA	34 210 210 99 99	A 6.4 29 536	2131 255 86^	258 77^ 179^188^ 162^ 53^	175^100^ 153^128^ 75^ 22^	463 292	1235 724
				B 8.0 30 670	1879 293 130	335 194 267 190 116 49	214 131 180 140 70 24	299 160	1031 574
SMURFS III SAT.	10.00A	30 NBC CA	34 210 210 99 99	A 7.0 29 587	1830 284 96^	293 112^ 207 161^ 151^ 75^	154^103^ 147^121^ 51^ 7^	324 211	1059 607
				B 8.8 31 737	1878 311 131	348 194 275 202 122 55	224 145 188 137 64 27	319 156	987 576
SPIDERMAN/HULK 1 SAT.	11.30A	30 NBC CA	33 152 156 72 73	A 3.9 16 327	1581 332^ 43^	354^145^ 207^171^ 144^110^	269^125^ 177^157^ 117^ 76^	423 138^	535 230^
				B 5.7 19 478	1766 295 135	325 170 239 180 116 71	252 148 199 154 83 42	340 131	849 455
SPIDERMAN/HULK 2 SAT.	12.00N	30 NBC CA	30 151 155 72 73	A 3.9 15 327	1795 439 149^	439 115^ 253^274^ 294^129^	351^240^ 330^263^ 111^ LT	384 227^	621 242^
				B 5.9 19 494	1788 359 163	397 188 270 207 152 104	277 161 213 168 91 48	313 129	801 439
SPORTSWORLD SUN.	4.00P 4.00P	120 NBC SA	18 177 179 91 91	A 5.0 15 419	1575 508 221^	627 321 435 259^ 237^132^	787 329 527 487 348 225^	106^ 57^	55^ LT
	4.00 - 4.30			B 5.1 12 427	1495 441 172	501 172 300 263 246 153	771 306 496 456 350 221	108 44	115 70
	4.30 - 5.00			A 4.1 13 344	1669 694 300^	740 336^ 504 377 318^117^	803 329^ 581 499 360 222^	80^ 57^	46^ LT
	5.00 - 5.30			A 4.8 14 402	1739 556 246^	715 351 497 321 296 131^	854 366 830 548 416 224^	108^ 96^	62^ LT
	5.30 - 6.00			A 5.8 17 486	1473 426 132^	531 300 367 175^ 169^136^	771 332 480 464 321 226^	110^ 28^	61^ LT
				A 5.3 15 444	1446 417 227^	570 311 399 198^ 194^149^	727 305 442 434 296 222^	103^ 54^	46^ LT
SUNDAY MORNING SUN.	9.00A 9.00A	90 CBS N	32 172 171 95 94	A 4.4 21 369	1306 531 211^	558 67^ 192^236^ 317^303^	588 124^ 252^282^ 347 293^	25^ LT	135^ 77^
	9.00 - 9.30			B 4.7 20 394	1294 563 239	604 103 230 247 315 338	560 140 278 304 308 233	45 24	85 47
	CONT'D			A 4.0 22 335	1242 502 198^	526 48^ 179^205^ 283^306^	585 104^ 263^287^ 356 283^	32^ LT	99^ 54^

PROGRAM NAME										I/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																			
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	KEY	AVG. AUD. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																						
													WOMEN					MEN					TEENS (12-17)		CHILDREN (2-11)										
													TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.		TOTAL	6-11							
WEEKEND DAYTIME CONT'D										A	4.7	22	394	1332	562	216^	587	74v	206^	250^	306	311	577	137^	247^	274^	317	289^	26v	LT	142^	86^			
SUNDAY MORNING-CONT'D										A	4.6	19	385	1325	521	218^	558	83^	199^	249^	356	289^	598	133^	252^	291^	363	294^	16v	LT	153^	78^			
10.30 - 10.00																																			
10.00 - 10.30																																			
TARZAN LORD OF-JUNGLE										14	190	191	A	4.1	17	344	2096	526	177^	526	293^	396	245^	122^	130^	455	289^	363	241^	109^	78v	271^	139^	844	544
SAT. 10.00A 30 CBS CA										96	96	B	5.0	18	419	1716	307	122	357	162	227	158	113	123	336	223	276	175	72	56	244	79	779	470	
THIS WEEK-DAVID BRINKLEY										30	114	170	A	3.0	11	251	1363	559	151^	570	67v	219^	199^	195^	339^	729	226^	378^	294^	303^	335^	56v	LT	LT	LT
SUN. 11.30A 60 ABC N										77	94	B	3.9	12	327	1376	586	190	618	106	211	214	241	372	598	148	270	262	262	274	55	21	105	88	
11.30 - 12.00										A	2.9	11	243	1453	614	131^	614	62v	250^	234^	217^	364^	774	247^	416^	329^	308^	342^	65v	LT	LT	LT	LT		
12.00 - 12.30										A	3.2	11	268	1198	475	153^	493	68v	175^	152^	155^	300^	646	191^	318^	246^	284^	314^	44v	LT	LT	LT	LT		
THUNDARR										26	148	A	3.8	16	318	1836	255^	70v	349^	309^	309^	215^	LT	40v	520^	365^	415^	279^	110v	45v	285^	81v	682^	174v	
2 SAT. 12.30P 30 NBC CA										81	B	5.2	16	436	1754	364	150	407	214	280	214	133	102	304	190	248	184	84	48	279	127	764	403		
THUNDARR(B)										118	A	3.1	12	260	1304	331^	LT	446^	115v	153v	101v	200v	230^	50v	LT	LT	LT	LT	50v	81v	LT	727^	242^		
1 SAT. 12.30P 30 NBC CA										66																									
TOURN. OF CHAMPIONS-SAT.(S)										178	A	2.0	7	168	1190^	279v	237v	482^	233v	292v	315v	190v	89v	529^	291v	398^	380^	220v	131v	84v	LT	95v	LT		
1 SAT. 3.07P 113 ABC SE										90																									
3.00 - 3.30										A	2.3	8	193	1067^	202v	202v	300v	99v	99v	202v	145v	98v	586^	321^	467^	467^	265v	119v	LT	LT	181v	LT			
3.30 - 4.00										A	2.0	7	168	1065^	202v	178v	434^	261v	261v	208v	126v	83v	565^	303v	429^	429^	262v	136v	LT	LT	66v	LT			
4.00 - 4.30										A	2.0	7	168	1452	303v	244v	535^	231v	339v	351v	244v	83v	648^	375v	505^	445^	238v	143v	203v	LT	66v	LT			
4.30 - 5.00										A	1.9	7	159	1119^	390^	302v	628^	321v	446^	478^	245v	87v	282v	137v	175v	175v	120v	107v	127v	LT	82v	LT			

TOURN. OF CHAMPIONS-SUN.(S)				182	A	2.8	10	235	1557	816^161v	816^285^	617^523^	438^199v	616^213v	344^340^	318^272^	35v	LT	90v	85v
1 SUN. 12.30P 120 ABC SE				94																
12.30 - 1.00					A	2.8	10	235	1770	978^ 17	978^395^	786^685^	537^192v	646^331^	395^395^	234^251v	35v	LT	111v	111v
1.00 - 1.30					A	2.9	11	243	1461	687^103v	687^395^	506^383^	190^181v	593^268^	358^358^	230^235v	57v	LT	124v	124v
1.30 - 2.00					A	2.8	10	235	1591	837^255^	837^174v	553^476^	503^284^	678^145v	366^366^	430^310^	43v	LT	35v	35v
2.00 - 2.30					A	2.5	9	210	1500	824^314^	824^189v	680^600^	578^144v	589^118v	271^247v	401^318^	LT	LT	87v	72v
U.S. OLYMPIC TRIALS(S)				200	A	2.9	11	243	1461	580^ 83v	613^309^	494^333^	254^103v	527^264^	399^255^	168^128v	LT	LT	321^	181v
1 SAT. 2.00P 67 ABC SE				98																
2.00 - 2.30					A	2.8	10	218	1564	665^ 83v	665^335^	537^349^	257^128v	422^293^	293^ 91v	LT 129v	LT	LT	477^	303^
2.30 - 3.00					A	3.0	12	251	1486	583^ 52v	634^319^	541^358^	279^ 93v	644^266^	509^374^	291^135v	LT	LT	208v	104v
3.00 - 3.30					A	3.4	13	285	1235	362^215^	439^220^	220^213^	187v 82v	511^175v	396^396^	309^115v	LT	LT	285^	106v
USFL FOOTBALL				12 186 187	A	3.8	12	318	1465	403 204^	468 179^	327^273^	214^126^	798 239^	425 312^	315^345^	101^	22v	98^	79v
1 SUN. 2.30P 196 ABC SE				94 94	B	6.0	16	503	1523	432 163	473 148	254 239	208 188	867 273	479 473	410 327	83	22v	100	73
2 SUN. 2.30P 215																				
2.30 - 3.00					A	3.1	10	260	1346	481 254^	516 227^	388^323^	250^105v	679 207^	334^270^	254^310^	73v	23v	78v	65v
3.00 - 3.30					A	3.6	12	302	1368	423 235^	513 226^	387^305^	231^108^	728 192^	367^275^	288^331^	47v	LT	80v	80v
3.30 - 4.00					A	3.9	12	327	1272	364 217^	407 117^	287^281^	244^101^	719 181^	376 282^	323^318^	79v	LT	67v	67v
4.00 - 4.30					A	3.6	11	302	1394	337^215^	390 122^	255^226^	203^118^	818 199^	404 312^	361^383^	129^	23v	57v	37v
4.30 - 5.00					A	3.9	12	327	1547	361 196^	444 165^	300^238^	197^138^	861 269^	470 318^	323^369	137^	18v	105^	74v
5.00 - 5.30					A	4.3	12	360	1611	397 158^	488 206^	322^261^	171^146^	855 309^	482 351	322^335	128^	55v	140^	103^
5.30 - 6.00					A	4.6	13	385	1642	454 190^	510 171^	340 316	227^148^	872 274^	475 350	326 361	129^	23v	131^	114^

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE. MON. MAY 7, 1984

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
------	------	------	------	------	------	------	------	------	------	------	------	------	-------	-------	-------	-------

TOTAL AUDIENCE
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

15,500
18.5

GO NG BACK HOME

19,610
23.4LAST DAYS OF POMPEII-PT. 2
(SD)

10,480

13,830

12.5

12.4*

12.6*

16.5

16.1*

17.1*

16.9*

15.8*

19

20 *

19 *

24

23 *

24 *

25 *

24 *

12.9

12.0

12.8

12.3

15.5

16.8

17.1

17.0

17.1

16.6

16.6

15.0

TOTAL AUDIENCE
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

16,840

14,830

14,080

15,840

20.1

17.7

16.8

18.9

SCARECROW & MRS. KING
(SD)

KATE & ALLIE

NEWHART
(R)

CAGNEY & LACEY

12,910

12,650

12,230

13,070

15.4

14.6*

16.2*

15.1

14.6

15.6

15.2*

16.0*

24

23 *

24 *

21

21

23

22 *

24 *

13.7

15.4

16.2

16.3

15.2

15.0

13.8

15.3

14.8

15.5

16.1

16.0

TOTAL AUDIENCE
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %
TOTAL AUDIENCE
(Households (000) & %)

22,460

29,410

26.8

35.1

TV BLOOPERS & PRAC. JOKES
(SD)NBC MONDAY NIGHT MOVIES
V: THE FINAL BATTLE, PART 2

16,420

21,620

19.6

18.3*

21.0*

25.8

25.4*

26.1*

26.1*

25.4*

31

29 *

32 *

38

36 *

37 *

38 *

39 *

17.3

19.2

20.1

21.9

24.8

25.9

25.9

26.3

26.2

26.0

25.8

25.1

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

9,720

10,980

11.8

11.7*

11.4*

13.1

12.1*

13.1*

13.6*

13.8*

21

21 *

20 *

21

20 *

21 *

22 *

23 *

11.6

11.8

11.4

11.5

12.2

12.0

12.8

13.3

13.4

13.8

13.8

13.8

TOTAL AUDIENCE
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

16,170

13,990

14,080

16,010

19.3

16.7

16.8

19.1

SCARECROW & MRS. KING
(R)(SD)ONE DAY AT A
TIMENEWHART
(R)

CAGNEY & LACEY

12,070

11,900

12,490

13,160

14.4

13.7*

15.1*

14.2

14.9

15.7

15.8*

15.6*

26

25 *

26 *

23

24

26

25 *

26 *

13.5

13.9

14.8

15.4

13.7

14.8

14.6

15.2

15.6

16.1

16.0

15.3

TOTAL AUDIENCE
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

17,010

25,220

20.3

30.1

TV BLOOPERS & PRAC. JOKES
(SD)COUNTRY MUSIC AWARDS
(9:00-11:00PM)
(SD)(-SD)

11,650

15,500

13.9

13.6*

14.1*

18.5

17.6*

19.3*

19.4*

17.9*

25

25 *

24 *

30

28 *

30 *

31 *

30 *

13.0

14.3

13.7

14.4

17.1

18.2

19.2

19.3

19.6

19.1

18.4

17.5

TV HOUSEHOLDS USING TV
(See Def. 1)WK. 1
WK. 254.4
47.855.3
50.557.0
51.760.3
53.261.1
53.863.3
55.565.2
57.067.2
58.870.1
60.771.0
63.070.4
63.270.4
63.468.3
62.667.3
62.266.8
60.364.6
57.5

U.S. TV Households: 83,800,000

For explanation of symbols, See page A.

EVE. MON. MAY 14, 1984

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.TUE. MAY 8, 1984

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{					21,030 25.1				21,030 25.1							
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)	{					15,920 19.0	17.7*		20.2*	13,990 16.7	16.6*		16.3*		17.0*		17.1*
	SHARE OF AUDIENCE %	{					29	28 *		30 *	24	24 *		23 *		25 *		26 *
W E E K 2	AVG. AUD. BY ¼ HR. %	{					17.0	18.4	19.5	21.0	16.7	16.5	16.5	16.0	16.7	17.2	17.4	16.7
	TOTAL AUDIENCE (Households (000) & %)	{					13,410 16.0				18,180 21.7							
	CBS TV																	
	AVERAGE AUDIENCE (Households (000) & %)	{					8,800 10.5	11.3*		9.8*	11,060 13.2	12.6*		13.2*		13.2*		14.0*
W E E K 3	SHARE OF AUDIENCE %	{					16	18 *		15 *	19	18 *		19 *		19 *		21 *
	AVG. AUD. BY ¼ HR. %	{					11.7	10.9	10.2	9.4	12.3	12.9	13.2	13.1	13.1	13.3	13.5	14.4
	TOTAL AUDIENCE (Households (000) & %)	{					23,050 27.5				32,430 38.7							
	NBC TV																	
W E E K 4	AVERAGE AUDIENCE (Households (000) & %)	{					17,930 21.4	19.7*		23.2*	24,220 28.9	28.9*		30.3*		29.5*		27.0*
	SHARE OF AUDIENCE %	{					33	31 *		35 *	42	41 *		43 *		43 *		41 *
	AVG. AUD. BY ¼ HR. %	{					18.4	20.9	22.7	23.8	28.2	29.7	30.2	30.4	29.4	29.6	29.7	24.3
	TOTAL AUDIENCE (Households (000) & %)	{					16,840 20.1				17,930 21.4		14,230 17.0		15,300 18.5			
W E E K 5	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)	{					12,070 14.4	13.7*		15.2*	15,920 19.0		12,650 15.1		11,230 13.4		13.3*	
	SHARE OF AUDIENCE %	{					25	24 *		25 *	30		24		23		29 *	
	AVG. AUD. BY ¼ HR. %	{					12.7	14.6	15.0	15.4	18.4	19.7	15.2	15.1	13.8	13.3	13.0	13.5
W E E K 6	TOTAL AUDIENCE (Households (000) & %)	{					8,630 10.3		7,120 8.5		15,590 18.6							
	CBS TV																	
	AVERAGE AUDIENCE (Households (000) & %)	{					6,620 7.9		6,120 7.3		9,640 11.5	9.7*		11.5*		12.5*		12.3*
	SHARE OF AUDIENCE %	{					14		12		19	15 *		18 *		21 *		22 *
W E E K 7	AVG. AUD. BY ¼ HR. %	{					8.7	7.0	7.0	7.5	9.4	10.0	11.2	11.8	12.0	12.3	12.2	12.3
	TOTAL AUDIENCE (Households (000) & %)	{					20,700 24.7				16,930 20.2				17,100 20.4			
	NBC TV																	
	AVERAGE AUDIENCE (Households (000) & %)	{					16,170 19.3	17.9*		20.7*	12,650 15.1	15.0*		15.3*	13,490 16.1		15.8*	
W E E K 8	SHARE OF AUDIENCE %	{					33	32 *		34 *	24	24 *		24 *	27		28 *	
	AVG. AUD. BY ¼ HR. %	{					16.8	19.0	20.4	21.0	15.5	14.5	15.4	15.1	16.1	16.5	16.0	15.6
	TV HOUSEHOLDS USING TV		WK. 1	55.4	57.8	59.0	60.7	62.3	64.3	66.0	67.7	69.2	70.5	70.7	70.2	69.4	68.8	68.2
	(See Def. 1)		WK. 2	50.9	52.0	52.2	53.2	55.2	57.7	59.2	61.5	62.5	63.3	63.0	63.0	61.1	60.3	57.7

U.S. TV Households: 83,800,000

For explanation of symbols, See page A.

EVE.TUE. MAY 15, 1984

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.WED. MAY 9, 1984

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
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TOTAL AUDIENCE
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

14,580 17.4	25,890 30.9												21,870 26.1			
REAGAN ADDRESS- ABC (8:00-9:30PM) (SUS)	FALL GUY (8:30-9:00PM) (R)(SD)	DYNASTY (SD)											HOTEL			
12,650 15.1	21,540 25.7	23.6*											17,260 20.6	21.0*		20.3*
25	38	36 *											33	33 *		34 *
13.1	15.9	21.9	25.4	27.5	28.0	21.6	20.4	20.3	20.2							

TOTAL AUDIENCE
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

15,170 18.1																
REAGAN ADDRESS- CBS (8:00-9:30PM) (SUS)	OPPOSING VIEWS (8:33-9:00PM) (SUS)(SD)	CBS WEDNESDAY NIGHT MOVIE COMBOY(R)														
8,970 10.7	9.3*	10.3*											11.5*		11.9*	
17	14 *	15 *											18 *		20 *	
9.0	9.5	10.4	10.3	11.3	11.6	11.9	12.0									

TOTAL AUDIENCE
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

15,340 18.3													16,930 20.2			13,580 16.2
REAGAN ADDRESS- NBC (SUS)	REAL PEOPLE (8:43-9:30PM) (SD)	FACTS OF LIFE											ST. ELSEWHERE (10:30-11:30PM) (-OP)			
10,480 12.5	11.2*	13.3*											11,730 14.0	12.7*	15.4*	10,310 12.3
20	19 *	20 *											21	19 *	23 *	22
9.8	11.4	13.5	13.1	12.2	13.2	15.6	15.1	11.8	12.1							

TOTAL AUDIENCE
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

18,270 21.8													24,390 29.1			
FALL GUY (R)(SD)													ABC MOVIE SPECIAL-WED. THE RETURN OF MARCUS WELBY, M.D. (SD)			
13,660 16.3	15.2*	17.4*											16,340 19.5	17.7*	19.4*	20.2*
28	27 *	29 *											32	28 *	30 *	33 *
14.4	16.0	17.1	17.6	17.0	18.4	19.1	19.6	20.4	20.0	21.0	20.6					

TOTAL AUDIENCE
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

20,870 24.9																
													CBS WEDNESDAY NIGHT MOVIE KIM (SD)			
9,640 11.5	10.9*	10.4*											11.5*		12.7*	12.0*
19	19 *	17 *											18 *		21 *	21 *
11.0	10.7	10.5	10.4	11.6	11.4	11.4	11.7	12.8	12.6	12.0	12.0					

TOTAL AUDIENCE
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

13,990 16.7													12,820 15.3	13,070 15.6	13,990 16.7	
													REAL PEOPLE (R)(SD)	FACTS OF LIFE (R)	DOUBLE TROUBLE (SD)	ST. ELSEWHERE
9,720 11.8	11.2*	12.0*											11,150 13.3	11,310 13.5	10,390 12.4	12.5*
20	20 *	20 *											21	21	21	22 *
10.8	11.6	11.7	12.3	13.1	13.6	13.3	13.8	11.7	12.8	12.7	12.3					

TV HOUSEHOLDS USING TV WK. 1	51.7	53.3	54.9	56.2	55.6	57.6	58.8	61.1	64.5	66.7	67.8	68.2	65.3	63.5	60.2	58.3
(See Def. 1) WK. 2	50.3	51.9	52.6	54.6	56.0	58.4	59.5	61.1	63.1	64.6	64.9	64.2	61.1	60.1	58.5	56.6

U.S. TV Households: 83,800,000

For explanation of symbols, See page A.

EVE.WED. MAY 16, 1984

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.THU. MAY 10, 1984

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
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TOTAL AUDIENCE
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE
AVG. AUD. BY ¼ HR.

16,260 19.4	TV'S FUNNIEST GAME-MOMENTS				17,010 20.3	CELEBRITIES, WHERE-NOW? (SD)				16,170 19.3	20/20			
11,900 14.2	13.5*		15.0*	15.0	12,570 15.0	14.2*		15.8*	14.1	14.3*		14.0*		
26	26 *		26 *		24	23 *		26 *	24	23 *		24 *		
13.1	13.8	15.0	15.0		14.2	14.3	15.6	15.9	14.5	14.0	14.1	13.9		

TOTAL AUDIENCE
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE
AVG. AUD. BY ¼ HR.

24,550 29.3	MAGNUM, P.I. (R)(SD)								18,100 21.6	SIMON & SIMON (R)			
14,080 16.8	13.5*		15.1*		18,010 16.1	18.0*		20.6*	13,910 16.6	16.8*		16.4*	
29	28 *		26 *		30 *	30 *		33 *	28	28 *		28 *	
13.0	14.0	14.6	15.6		17.6	18.5	20.3	20.9	16.9	16.8	16.5	16.3	

TOTAL AUDIENCE
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE
AVG. AUD. BY ¼ HR.

11,310 13.5	GIMME A BREAK (R)		11,230 13.4	FAMILY TIES (SD)		13,490 16.1	CHEERS		10,060 12.0	DUCK FACTORY (SD)		17,430 20.8	HILL STREET BLUES	
9,840 11.5		9,890 11.8		11,400 13.6		8,630 10.3		14,250 17.0	16.6*		17.4*			
22		21		22		17		28	27 *		30 *			
11.1	11.8	11.3	12.2	13.2	14.0	10.1	10.4	16.1	17.1	17.5	17.3			

TOTAL AUDIENCE
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE
AVG. AUD. BY ¼ HR.

19,360 23.1	ABC MOVIE SPECIAL-THU. FROM RUSSIA WITH LOVE(R) (SD)								14,830 17.7	20/20			
9,550 11.4	9.4*		10.2*		12.4*		13.5*	10,310 12.3	12.9*		11.7*		
19	18 *		18 *		20 *		22 *	20	20 *		19 *		
9.0	9.8	10.2	10.2	12.0	12.8	13.3	13.8	13.1	12.6	11.9	11.5		

TOTAL AUDIENCE
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE
AVG. AUD. BY ¼ HR.

18,350 21.9	MAGNUM, P.I. (R)(SD)				26,980 32.2	MISS USA BEAUTY PAGEANT (9:00-11:03PM) (SD)			
12,400 14.8	13.8*		15.8*	20.2	17.2*		20.1*	21.3*	22.1*
27	26 *		28 *	33	28 *		32 *	34 *	36 *
13.6	14.0	15.4	16.2	16.4	18.1	19.8	20.5	21.4	21.7

TOTAL AUDIENCE
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE
AVG. AUD. BY ¼ HR.

14,330 17.1	GIMME A BREAK (R)		14,830 17.7	FAMILY TIES (R)(SD)		14,580 17.4	CHEERS (R)		11,900 14.2	DUCK FACTORY		17,770 21.2	HILL STREET BLUES	
12,230 14.6		12,990 15.5		12,740 15.2		10,220 12.2		13,830 16.5	16.3*		16.6*			
27		27		25		19		27	26 *		27 *			
14.2	14.9	15.1	15.9	15.4	15.1	12.2	12.2	16.1	16.6	17.1	16.2			

TV HOUSEHOLDS USING TV	WK. 1	46.9	49.5	50.3	51.0	51.8	54.0	55.9	58.4	60.0	61.9	61.8	62.0	61.1	60.8	59.6	57.5
(See Def. 1)	WK. 2	47.6	48.7	50.3	52.0	52.8	54.4	56.3	58.2	60.0	62.0	62.5	62.8	63.3	62.8	61.3	59.9

U.S. TV Households: 83,800,000

For explanation of symbols, See page A.

EVE.THU. MAY 17, 1984

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE. FRI. MAY 11, 1984

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					11,480 13.7		12,990 15.5		11,400 13.8				12,990 15.5			
	ABC TV					BENSON (R)		WEBSTER (R)(SD)		BLUE THUNDER (R)(SD)						MATT HOUSTON (R)	
	AVERAGE AUDIENCE (Households (000) & %)					9,720 11.6		11,400 13.6		8,460 10.1	10.4*		9.8*	9,470 11.3	11.0*		11.7*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					23 11.4	11.9	13.2	14.0	18 10.5	18* 10.2	9.8	17* 9.9	20 10.6	19* 11.3	11.6	20* 11.7
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					14,160 16.9				24,300 29.0				22,040 26.3			
	CBS TV					DISNEY'S MOTHER'S DAY (SD)					DALLAS			FALCON CREST			
	AVERAGE AUDIENCE (Households (000) & %)					8,800 10.5	9.6*		11.5*	20,450 24.4	23.7*		25.2*	18,690 22.3	22.1*		22.6*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					21 9.4	19* 9.7	10.5	12.5	43 22.7	42* 24.7	24.9	44* 25.5	39 22.1	39* 22.2	22.5	39* 22.6
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					11,400 13.6				11,900 14.2							
	NBC TV					MASTER (SD)					MOVIE OF THE WEEK-FRIDAY THE ONER(R)						
	AVERAGE AUDIENCE (Households (000) & %)					7,960 9.5	9.0*		10.0*	6,870 8.2	7.3*		7.8*		9.0*		8.9*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					19 8.6	18* 9.5	9.9	19* 10.0	14 7.4	13* 7.2	7.7	14* 7.6	8.7	16* 9.2	9.1	15* 8.7
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					12,910 15.4		12,570 15.0		11,060 13.2				12,570 15.0			
	ABC TV					BENSON (R)		WEBSTER (R)(SD)		BLUE THUNDER (R)(SD)						MATT HOUSTON (R)	
	AVERAGE AUDIENCE (Households (000) & %)					10,980 13.1		11,150 13.3		7,120 8.5	8.0*		9.0*	9,390 11.2	10.7*		11.7*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					28 12.4	13.7	26 12.9	13.7	15 7.9	14* 8.1	8.5	15* 9.5	19 10.1	18* 11.2	11.6	20* 11.8
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					14,080 16.8				26,310 31.4				23,050 27.5			
	CBS TV					DUKES OF HAZZARD (R)(SD)					DALLAS			FALCON CREST			
	AVERAGE AUDIENCE (Households (000) & %)					9,470 11.3	10.0*		12.6*	21,790 26.0	24.5*		27.5*	19,860 23.7	23.8*		23.6*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					23 9.6	22* 10.3	11.5	13.7	45 23.6	44* 25.5	26.9	47* 28.0	41 24.1	41* 23.6	23.6	41* 23.7
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					10,310 12.3				11,560 13.8							
	NBC TV					MASTER (R)(SD)					MOVIE OF THE WEEK-FRIDAY DRESSED TO KILL(R) (SD)						
	AVERAGE AUDIENCE (Households (000) & %)					7,120 8.5	8.3*		8.6*	6,370 7.6	7.0*		7.1*		8.1*		8.3*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					17 8.4	18* 8.3	8.7	17* 8.5	13 7.1	12* 6.9	7.0	12* 7.1	8.0	14* 8.2	8.7	14* 8.0
TV HOUSEHOLDS USING TV		WK. 1	45.4	46.0	47.3	48.4	49.1	49.9	51.5	54.2	56.0	57.1	56.8	57.3	56.9	57.8	57.7
(See Def. 1)		WK. 2	43.5	44.4	44.4	44.8	45.6	47.5	49.8	53.1	55.1	57.0	58.1	59.2	57.8	58.3	57.9

U.S. TV Households: 83,800,000

For explanation of symbols, See page A.

EVE. FRI. MAY 18, 1984

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.SAT. MAY 12, 1984

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)						12,990 15.5				16,340 19.5				16,260 19.4			
	ABC TV						T.J. HOOKER (SD)				LOVE BOAT (SD)				FANTASY ISLAND			
	AVERAGE AUDIENCE (Households (000) & %)						9,470 11.3	10.2*		12.4*	12,740 15.2	14.3*		16.2*	11,900 14.2	13.8*		14.7*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						23 9.7	21* 10.6		25* 12.0	29 13.5	27* 15.0		30* 16.1	28 13.6	26* 13.9		29* 14.4
K 2	TOTAL AUDIENCE (Households (000) & %)						10,390 12.4		20,030 23.9									
	CBS TV						BUGS BUNNY MOTHER'S DAY (R)				CBS SATURDAY NIGHT MOVIE WOOPER(R) (SD)							
	AVERAGE AUDIENCE (Households (000) & %)						8,800 10.5		8,970 10.7	9.4*		10.6*		10.2*		11.6*		11.8*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						22 10.3		21 9.4	19* 9.4		20* 10.4		19* 10.1		22* 11.6		23* 11.7
1	TOTAL AUDIENCE (Households (000) & %)						9,720 11.6		10,480 12.5		9,970 11.9		9,720 11.6		10,310 12.3			
	NBC TV						DIFF'RENT STROKES-SAT.		JENNIFER SLEPT HERE (SD)		PEOPLE ARE FUNNY		MAMA'S FAMILY (R)(SD)		YELLOW ROSE			
	AVERAGE AUDIENCE (Households (000) & %)						8,130 9.7		8,720 10.4		8,300 9.9		8,380 10.0		7,630 9.1	8.6*		9.6*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						20 9.1		21 10.3	19* 10.3	19 10.0		19 9.6	10.4	18 8.8	16* 8.6		19* 9.3
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						13,070 15.6				15,750 18.8				14,830 17.7			
	ABC TV						T.J. HOOKER (R)(SD)				LOVE BOAT (R)(SD)				FANTASY ISLAND			
	AVERAGE AUDIENCE (Households (000) & %)						9,800 11.7	10.5*		12.9*	11,560 13.8	13.3*		14.2*	10,640 12.7	12.0*		13.4*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						26 9.9	24* 11.1		27* 12.6	27 13.2	26* 13.4		27* 14.2	25 12.0	23* 12.0		26* 13.1
K 2	TOTAL AUDIENCE (Households (000) & %)						9,640 11.5				15,750 18.8							
	CBS TV						CLASSIC CREATURES (R)(SD)				CBS SATURDAY NIGHT MOVIE OUTLAND (9:00-11:14PM)							
	AVERAGE AUDIENCE (Households (000) & %)						6,290 7.5	7.0*		8.0*	8,550 10.2	9.0*		10.0*		10.9*		10.9*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						16 6.7	16* 7.3		17* 7.6	20 9.0	18* 9.1		19* 9.8		21* 10.2		21* 10.9
1	TOTAL AUDIENCE (Households (000) & %)						9,470 11.3		8,800 10.5		10,060 12.0		10,220 12.2		13,070 15.6			
	NBC TV						DIFF'RENT STROKES-SAT. (R)		SILVER SPOONS (R)(SD)		PEOPLE ARE FUNNY		MAMA'S FAMILY (R)		GEORGE BURNS 80 YRS-SHWBZ (R)			
	AVERAGE AUDIENCE (Households (000) & %)						7,630 9.1		7,540 9.0		8,460 10.1		8,800 10.5		9,800 11.7	11.5*		11.9*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						21 8.7		19 9.5		20 9.9		20 10.1	10.9	23 11.3	22* 11.8		23* 11.9

TV HOUSEHOLDS USING TV	WK. 1	WK. 2	40.7	42.3	43.2	44.6	46.7	48.9	49.5	50.8	51.6	52.7	53.3	53.5	52.7	52.1	51.0	50.2
(See Def. 1)			38.9	39.6	40.4	41.9	43.2	44.8	46.1	48.3	49.9	50.9	52.1	53.1	51.6	51.3	51.2	50.8

U.S. TV Households: 83,800,000

(1) NBC MAJOR LEAGUE GAME-2, N.Y. METS VS LOS ANGELES & TEXAS VS CHICAGO WHITE SOX, NBC, MULTI-SEGMENT TELECAST

For explanation of symbols, See page A.

EVE.SAT. MAY 19, 1984

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.SAT. MAY 12, 1984

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
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TOTAL AUDIENCE { 4,360
(Households (000) & %) { 5.2

ABC TV

ABC
WEEKEND
REPORT-
SAT

AVERAGE AUDIENCE { 4,190
(Households (000) & %) { 5.0
SHARE OF AUDIENCE % 11
AVG. AUD. BY ¼ HR. % 5.0

W

TOTAL AUDIENCE {
(Households (000) & %) {

CBS TV

AVERAGE AUDIENCE {
(Households (000) & %) {
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

E

E

K

1

TOTAL AUDIENCE { 9,720
(Households (000) & %) { 11.6

NBC TV

SATURDAY NIGHT
(11:30-12:48AM)
(SUSTAINING 12:48-1:00AM)

AVERAGE AUDIENCE { 5,360
(Households (000) & %) { 6.4
SHARE OF AUDIENCE % 7.4*
AVG. AUD. BY ¼ HR. % 19
7.6 7.2 6.3 6.0 5.2 5.0

TOTAL AUDIENCE { 3,800
(Households (000) & %) { 4.3

ABC TV

ABC
WEEKEND
REPORT-
SAT

AVERAGE AUDIENCE { 3,520
(Households (000) & %) { 4.2
SHARE OF AUDIENCE % 9
AVG. AUD. BY ¼ HR. % 4.2

W

TOTAL AUDIENCE {
(Households (000) & %) {

CBS TV

CBS SATURDAY
NIGHT MOVIE
OUTLAND
(9:00-11:14PM)

AVERAGE AUDIENCE { 10,3*
(Households (000) & %) { 21*
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. % 10.3

E

E

K

2

TOTAL AUDIENCE { 10,390
(Households (000) & %) { 12.4

NBC TV

SATURDAY NIGHT
(11:30-12:47AM)
(SUSTAINING 12:47-1:00AM)

AVERAGE AUDIENCE { 5,610
(Households (000) & %) { 6.7
SHARE OF AUDIENCE % 17.3*
AVG. AUD. BY ¼ HR. % 20
7.2 7.4 7.0 6.6 5.7 5.1

TV HOUSEHOLDS USING TV	WK. 1	48.1	44.7	39.7	36.7	34.3	32.1	29.1	27.1	24.2	22.1	19.6	17.1	15.1	13.5	11.9	10.7
(See Def. 1)	WK. 2	48.0	43.7	39.2	36.4	33.5	31.2	28.8	25.5	22.2	20.1	17.8	15.3	13.5	12.0	10.8	9.6

U.S. TV Households: 83,800,000

For explanation of symbols, See page A

EVE.SAT. MAY 19, 1984

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.SUN. MAY 13, 1984

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{	11,400 13.6				28,580 34.1											
	ABC TV		RIPLEY'S BELIEVE IT NOT						ABC SUNDAY NIGHT MOVIE THE DOLLMAKER (SD)									
	AVERAGE AUDIENCE (Households (000) & %)	{	7,960 9.5				19,020 22.7											
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{	20 7.3	8.1* 9.0		10.8* 11.5	22* 18.7	19.6* 20.4	21.2* 21.5		22.5* 22.3	36* 22.8	23.8* 23.7		24.5* 24.5	39* 25.2	24.7* 24.3	42* 24.3
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	16,510 19.7				8,130 9.7		7,960 9.5		12,570 15.0		12,230 14.6		14,080 16.8			
	CBS TV		60 MINUTES						AFTERMASH (R)	FOUR SEASONS (SD)	JEFFERSONS (R)	ALICE	TRAPPER JOHN, M.D. (R)					
	AVERAGE AUDIENCE (Households (000) & %)	{	12,740 15.2	14.7* 14.7		15.7* 15.4	6,960 8.3		6,620 7.9		10,560 12.6		11,230 13.4		10,640 12.7	12.8* 12.8		12.6* 12.6
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{	32 13.9	33* 15.5		32* 15.4	16 8.4	14 8.3	14 7.6		20 11.6	21 13.5	21 13.2		21 12.8	21* 12.8	21* 12.6	21* 12.6
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	7,370 8.8				15,750 18.8				20,030 23.9							
	NBC TV		DOUG HENNING'S WRLD MAGIC (R)						KNIGHT RIDER (SD)				FAMILY SECRETS					
	AVERAGE AUDIENCE (Households (000) & %)	{	4,780 5.7	5.2* 5.2		6.3* 6.4	11,480 13.7	12.4* 12.9		15.1* 15.5	15.6 14.8	14.8* 14.9		15.7* 15.8		16.2* 16.2		15.8* 15.4
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{	12 4.9	12* 5.5		13* 6.2	25 11.9	23* 12.9		26* 15.5	25 14.8	24* 14.9		24* 15.5		26* 16.2		27* 16.2
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	10,810 12.9				28,240 33.7											
	ABC TV		RIPLEY'S BELIEVE IT-NOT (R)						ABC SUNDAY NIGHT MOVIE THE MYSTIC WARRIOR, PART I (SD)									
	AVERAGE AUDIENCE (Households (000) & %)	{	7,540 9.0	8.0* 8.0		9.9* 9.9	16,170 19.3	17.9* 18.8		18.9* 19.0		19.7* 19.5	19.7* 19.5		20.1* 20.0	34* 20.3	19.2* 19.3	34* 19.0
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{	18 7.4	17* 9.7		19* 10.5	33 17.1	32* 18.8		32* 19.0		32* 19.5	31* 19.5		34* 20.0	34* 20.3	34* 19.3	34* 19.0
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	18,440 22.0				11,480 13.7		12,070 14.4		14,330 17.1		15,170 18.1		16,930 20.2			
	CBS TV		60 MINUTES						AFTERMASH (R)	FOUR SEASONS (SD)	JEFFERSONS (R)	ALICE	TRAPPER JOHN, M.D. (R)					
	AVERAGE AUDIENCE (Households (000) & %)	{	13,110 16.5	15.5* 15.5		17.5* 17.9	11,480 11.5	12.4* 11.8		10,220 12.2		12,490 14.9	13,580 16.2		13,740 16.4	16.7* 16.7		16.2* 15.7
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{	33 14.5	32* 16.5		34* 17.7	21 11.3	21 11.8		21 11.7		24 14.1	26 15.7		28 16.5	28* 16.5	29* 16.7	29* 15.7
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	5,170 6.3				15,320 19.0								13,660 16.3			
	NBC TV		SMURFIC GAMES						BERENSTAIN BEARS L.L. LEAGUE (R)				FIRST OLYMPICS-ATHENS, PT I (SD)				TV CENSORED BLOOPERS #6 (R)	
	AVERAGE AUDIENCE (Households (000) & %)	{	4,270 5.1				8,800 10.5	9.1* 9.1		10.0* 10.4		11.2* 11.4		11.8* 11.7	10,220 12.2	12.2* 12.4		12.3* 12.5
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{	11 4.9				18 9.0	18* 9.1		17* 10.4		18* 11.0		19* 11.4	21 12.0	21* 12.4		22* 12.5
TV HOUSEHOLDS USING TV		WK. 1	44.1	46.3	48.0	49.3	52.1	54.4	57.4	59.5	60.9	63.4	64.6	65.0	62.8	61.6	60.0	58.2
(See Def. 1)		WK. 2	47.0	49.3	51.2	53.2	54.7	56.7	58.1	59.8	60.8	62.8	63.3	62.7	59.5	59.4	57.7	55.1

U.S. TV Households: 83,800,000

For explanation of symbols, See page A.

EVE.SUN. MAY 20, 1984

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.SUN. MAY 13, 1984

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
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TOTAL AUDIENCE
(Households (000) & %) { 5,110
6.1

ABC TV

ABC
WEEKEND
REPORT-
SUN.

AVERAGE AUDIENCE
(Households (000) & %) { 4,860
5.8

SHARE OF AUDIENCE
% 12

AVG. AUD. BY ¼ HR. % 5.8

W

E

E

K

1

TOTAL AUDIENCE
(Households (000) & %) { 4,780
5.7

CBS TV

CBS
SUNDAY
NEWS-
OSG000

AVERAGE AUDIENCE
(Households (000) & %) { 4,610
5.5

SHARE OF AUDIENCE
% 11

AVG. AUD. BY ¼ HR. % 5.5

TOTAL AUDIENCE
(Households (000) & %) { 2,510
3.0

NBC TV

NBC LATE NIGHT MOVIE
MOTHER'S DAY ON WALTONS MOUNTAIN(R)
(11:30-1:33AM)

AVERAGE AUDIENCE
(Households (000) & %) { 1,170
1.4

SHARE OF AUDIENCE
% 1.7*

AVG. AUD. BY ¼ HR. % 6

1.4	1.7*	1.5*	1.3*	1.3*	1.3*	1.0
6	5*	6*	6*	8*		
1.8	1.6	1.5	1.4	1.3	1.2	1.3

TOTAL AUDIENCE
(Households (000) & %) { 3,940
4.7

ABC TV

ABC
WEEKEND
REPORT-
SUN.

AVERAGE AUDIENCE
(Households (000) & %) { 3,770
4.5

SHARE OF AUDIENCE
% 10

AVG. AUD. BY ¼ HR. % 4.5

W

E

E

K

2

TOTAL AUDIENCE
(Households (000) & %) { 4,610
5.5

CBS TV

CBS
SUNDAY
NEWS-
OSG000

AVERAGE AUDIENCE
(Households (000) & %) { 4,360
5.2

SHARE OF AUDIENCE
% 11

AVG. AUD. BY ¼ HR. % 5.2

TOTAL AUDIENCE
(Households (000) & %) { 2,430
2.9

NBC TV

NBC LATE NIGHT MOVIE
DAMNATION ALLEY(R)
(11:30-1:27AM)

AVERAGE AUDIENCE
(Households (000) & %) { 1,340
1.6

SHARE OF AUDIENCE
% 1.8*

AVG. AUD. BY ¼ HR. % 7

1.6	1.8*	1.7*	1.6*	1.4*
7	6*	7*	8*	9*
1.8	1.9	1.7	1.6	1.5

TV HOUSEHOLDS USING TV	WK. 1	WK. 2	50.0	44.2	35.7	31.5	27.2	24.4	21.7	19.2	16.9	15.0	12.2	10.4	9.1	7.8	7.1	6.5
(See Def. 1)			48.0	42.4	34.5	30.5	26.9	24.3	21.0	18.4	16.8	14.8	12.4	10.8	9.3	8.1	7.4	6.6

U.S. TV Households. 83,800,000

For explanation of symbols, See page A.

EVE.SUN. MAY 20, 1984

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY MON.-FRI. MAY 7-11, 1984

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
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WEEK 1	TOTAL AUDIENCE (Households (000) & %)		4,940 5.9		5,280 6.3					
	ABC TV		GOOD MORNING, AMERICA-730 (CO-OP) (PARTICIPATING)		GOOD MORNING, AMERICA-830 (CO-OP) (PARTICIPATING)					
	AVERAGE AUDIENCE (Households (000) & %)		3,850 4.6		4,360 5.2					
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %		23 4.7 4.6		25 5.1 5.3					
WEEK 2	TOTAL AUDIENCE (Households (000) & %)		3,600 4.3		3,270 3.9		4,610 5.5		4,020 4.8	
	CBS TV		CBS MORNING NEWS 1		CBS MORNING NEWS 2		\$25,000 PYRAMID		PRESS YOUR LUCK	
	AVERAGE AUDIENCE (Households (000) & %)		2,850 3.4		2,680 3.2		3,850 4.6		3,440 4.1	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %		17 3.5 3.3		16 3.2 3.1		22 4.4 4.9		19 4.0 4.2	
WEEK 3	TOTAL AUDIENCE (Households (000) & %)		4,020 4.8		4,270 5.1		3,770 4.5		4,270 5.1	
	NBC TV		TODAY SHOW-7.30AM (CO-OP) (PARTICIPATING)		TODAY SHOW-8.30AM (CO-OP) (PARTICIPATING)		FACTS OF LIFE M-F		SALE OF THE CENTURY	
	AVERAGE AUDIENCE (Households (000) & %)		3,180 3.8		3,270 3.9		3,180 3.8		3,690 4.4	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %		19 3.8 3.8		19 4.0 3.9		18 3.5 4.1		21 4.3 4.6	
WEEK 4	TOTAL AUDIENCE (Households (000) & %)		5,030 6.0		5,030 6.0					
	ABC TV		GOOD MORNING, AMERICA-730 (CO-OP) (PARTICIPATING)		GOOD MORNING, AMERICA-830 (CO-OP) (PARTICIPATING)					
	AVERAGE AUDIENCE (Households (000) & %)		3,940 4.7		4,190 5.0					
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %		24 4.7 4.7		26 5.1 4.9					
WEEK 5	TOTAL AUDIENCE (Households (000) & %)		3,180 3.8		3,440 4.1		4,530 5.4		4,360 5.2	
	CBS TV		CBS MORNING NEWS 1		CBS MORNING NEWS 2		\$25,000 PYRAMID		PRESS YOUR LUCK	
	AVERAGE AUDIENCE (Households (000) & %)		2,510 3.0		2,770 3.3		3,940 4.7		3,600 4.3	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %		16 3.0 2.9		17 3.3 3.4		23 4.4 4.9		21 4.2 4.5	
WEEK 6	TOTAL AUDIENCE (Households (000) & %)		3,690 4.4		3,940 4.7		3,180 3.8		4,020 4.8	
	NBC TV		TODAY SHOW-7.30AM (CO-OP) (PARTICIPATING)		TODAY SHOW-8.30AM (CO-OP) (PARTICIPATING)		FACTS OF LIFE M-F		SALE OF THE CENTURY	
	AVERAGE AUDIENCE (Households (000) & %)		2,930 3.5		3,180 3.8		2,680 3.2		3,440 4.1	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %		18 3.6 3.5		19 3.8 3.8		16 3.0 3.3		20 3.8 4.3	

TV HOUSEHOLDS USING TV WK. 1	12.2	14.1	16.0	17.7	19.2	20.1	20.3	20.0	20.3	20.8	20.9	21.1	20.8	21.4	21.1	21.5
(See Def. 1) WK. 2	12.1	14.1	16.0	17.8	19.2	19.8	19.9	19.7	20.2	20.6	20.6	20.3	20.2	20.5	20.5	21.1

U.S. TV Households: 83,800,000

For explanation of symbols, See page A.

DAY MON.-FRI. MAY 14-18, 1984

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY MON.-FRI. MAY 7 11, 1984

TIME 11:00 11:15 11:30 11:45 12:00 12:15 12:30 12:45 1:00 1:15 1:30 1:45 2:00 2:15 2:30 2:45

TOTAL AUDIENCE (Households (000) & %)		{ 3,100 3.7		{ 3,180 3.8		{ 4,530 5.4		{ 4,440 5.3		{ 8,380 10.0		{ 7,710 9.2			
ABC TV		BENSON DAYTIME		LOVING		FAMILY FEUD		RYAN'S HOPE		ALL MY CHILDREN (SD)		ONE LIFE TO LIVE			
AVERAGE AUDIENCE (Households (000) & %)		{ 2,600 3.1		{ 2,850 3.4		{ 3,770 4.5		{ 3,690 4.4		{ 6,200 7.4		{ 5,700 6.8		{ 6.5*	
SHARE OF AUDIENCE %		{ 4		{ 15		{ 18		{ 17		{ 26		{ 25		{ 24*	
AVG AUD BY ¼ HR. %		{ 3		{ 3		{ 4.3		{ 4.6		{ 6.9		{ 7.7		{ 7.0*	
TOTAL AUDIENCE (Households (000) & %)		{ 5,530 6.6		{ 1,880 9.4		{ 3,550 10.2		{ 3,370 8.8		{ 5,200 6.2		{ 5,200 6.2		{ 7.2	
CBS TV		PRICE IS RIGHT 1		PRICE IS RIGHT 2 (SD)		YOUNG AND THE RESTLESS		AS THE WORLD TURNS		CAPITOL					
AVERAGE AUDIENCE (Households (000) & %)		{ 4,690 5.6		{ 6,620 7.9		{ 6,540 7.8		{ 5,870 7.0		{ 4,690 5.6		{ 4,690 5.6		{ 5.8	
SHARE OF AUDIENCE %		{ 26		{ 36		{ 30		{ 29*		{ 25		{ 24*		{ 21	
AVG AUD BY ¼ HR. %		{ 5.3		{ 6.0		{ 7.6		{ 7.8		{ 7.8		{ 7.0		{ 5.5	
TOTAL AUDIENCE (Households (000) & %)		{ 6,960 8.3		{ 4,610 5.5		{ 2,430 2.9		{ 3,100 3.7		{ 7,540 9.0		{ 5,870 7.0		{ 5,870 7.0	
NBC TV		WHEEL OF FORTUNE		DREAM HOUSE		HOT POTATO		SEARCH FOR TOMORROW		DAYS OF OUR LIVES		ANOTHER WORLD (SD)			
AVERAGE AUDIENCE (Households (000) & %)		{ 5,950 7.1		{ 3,940 4.7		{ 2,180 2.6		{ 2,510 3.0		{ 6,290 7.5		{ 4,440 5.3		{ 5.2*	
SHARE OF AUDIENCE %		{ 33		{ 21		{ 11		{ 12		{ 26		{ 20		{ 20*	
AVG AUD BY ¼ HR. %		{ 7.1		{ 7.1		{ 4.6		{ 4.7		{ 2.6		{ 2.6		{ 5.0	
TOTAL AUDIENCE (Households (000) & %)		{ 3,100 3.7		{ 3,350 4.0		{ 3,940 4.7		{ 4,360 5.2		{ 8,210 9.8		{ 1,210 8.6		{ 1,210 8.6	
ABC TV		BENSON DAYTIME		LOVING		FAMILY FEUD		RYAN'S HOPE		ALL MY CHILDREN (SUS-OP)		ONE LIFE TO LIVE (SD)			
AVERAGE AUDIENCE (Households (000) & %)		{ 2,600 3.1		{ 2,930 3.5		{ 3,350 4.0		{ 3,520 4.2		{ 6,200 7.4		{ 5,360 6.4		{ 6.6*	
SHARE OF AUDIENCE %		{ 14		{ 16		{ 17		{ 17		{ 26		{ 24		{ 24*	
AVG AUD BY ¼ HR. %		{ 3.0		{ 3.2		{ 3.3		{ 3.5		{ 3.8		{ 4.1		{ 4.4	
TOTAL AUDIENCE (Households (000) & %)		{ 6,290 7.5		{ 7,960 9.5		{ 8,880 10.6		{ 7,540 9.0		{ 5,280 6.3		{ 5,280 6.3		{ 6.7	
CBS TV		PRICE IS RIGHT 1		PRICE IS RIGHT 2 (SD)		YOUNG AND THE RESTLESS (SUS-OP)		AS THE WORLD TURNS		CAPITOL					
AVERAGE AUDIENCE (Households (000) & %)		{ 5,280 6.3		{ 6,870 8.2		{ 6,620 7.9		{ 5,870 7.0		{ 4,690 5.6		{ 4,690 5.6		{ 5.6	
SHARE OF AUDIENCE %		{ 29		{ 37		{ 31		{ 33*		{ 30*		{ 25		{ 24*	
AVG AUD BY ¼ HR. %		{ 6.0		{ 8.8		{ 8.0		{ 8.4		{ 7.8		{ 7.9		{ 7.0	
TOTAL AUDIENCE (Households (000) & %)		{ 6,540 7.8		{ 4,190 5.0		{ 2,350 2.8		{ 2,850 3.4		{ 7,290 8.7		{ 6,120 7.3		{ 6,120 7.3	
NBC TV		WHEEL OF FORTUNE		DREAM HOUSE		HOT POTATO		SEARCH FOR TOMORROW		DAYS OF OUR LIVES		ANOTHER WORLD (SD)			
AVERAGE AUDIENCE (Households (000) & %)		{ 5,450 6.5		{ 3,690 4.4		{ 2,010 2.4		{ 2,510 3.0		{ 5,950 7.1		{ 4,690 5.6		{ 5.4*	
SHARE OF AUDIENCE %		{ 30		{ 20		{ 10		{ 12		{ 25		{ 26*		{ 21*	
AVG AUD BY ¼ HR. %		{ 6.5		{ 6.5		{ 4.4		{ 4.4		{ 2.3		{ 2.4		{ 2.9	
TV HOUSEHOLDS USING TV WK. 1		{ 21.6		{ 22.2		{ 22.2		{ 22.9		{ 24.5		{ 25.5		{ 25.7	
(See Def. 1) WK. 2		{ 21.6		{ 22.2		{ 22.2		{ 22.9		{ 23.7		{ 24.8		{ 25.1	

U.S. TV Households: 83,800,000

For explanation of symbols, See page A

DAY MON.-FRI. MAY 14-18, 1984

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY MON.-FRI. MAY 7-11, 1984

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
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W E E K 1	TOTAL AUDIENCE (Households (000) & %)		{ 9,130 10.9		{ 2,770 3.3		{ 8,880 10.6		{ 7,460 8.9		{ 11,400 13.6		{ 9,300 11.1		{ 8,720 10.4	
	ABC TV		GENERAL HOSPITAL >(SUS-OP)		EDGE OF NIGHT										ABC WORLD NEWS TONIGHT	
	AVERAGE AUDIENCE (Households (000) & %)		{ 6,960 8.3		{ 2,430 2.9		{ 7,460 8.9		{ 11,400 13.6		{ 9,300 11.1		{ 8,720 10.4		{ 7,460 8.9	
	SHARE OF AUDIENCE %		{ 28 28 *		{ 28 28 *		{ 18 18		{ 24 24		{ 11.5 11.5		{ 11.7 11.7		{ 8.8 8.8	
	AVG. AUD. BY ¼ HR.		{ 7.8 8.3		{ 8.5 8.6		{ 3.0 3.0		{ 2.9 2.9		{ 9.0 9.0		{ 9.0 9.0		{ 9.0 9.0	
	TOTAL AUDIENCE (Households (000) & %)		{ 7,540 9.0		{ 3,020 3.6		{ 11,400 13.6		{ 9,300 11.1		{ 8,720 10.4		{ 7,460 8.9		{ 11,400 13.6	
	CBS TV		GUIDING LIGHT >(SD)		TATTLTALES										CBS EVENING NEWS- RATHER	
	AVERAGE AUDIENCE (Households (000) & %)		{ 6,200 7.4		{ 2,510 3.0		{ 9,720 11.6		{ 11,400 13.6		{ 9,300 11.1		{ 8,720 10.4		{ 7,460 8.9	
	SHARE OF AUDIENCE %		{ 25 25 *		{ 10 10		{ 24 24		{ 11.5 11.5		{ 11.7 11.7		{ 8.8 8.8		{ 9.0 9.0	
	AVG. AUD. BY ¼ HR.		{ 7.0 7.3		{ 3.0 3.1		{ 9.0 9.0		{ 9.0 9.0		{ 9.0 9.0		{ 9.0 9.0		{ 9.0 9.0	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)		{ 4,610 5.5		{ 9,300 11.1		{ 8,720 10.4		{ 7,460 8.9		{ 11,400 13.6		{ 9,300 11.1		{ 8,720 10.4	
	NBC TV		MATCH GM/HOLLYWOOD SQS HR												NBC NIGHTLY NEWS	
	AVERAGE AUDIENCE (Households (000) & %)		{ 3,180 3.8		{ 7,960 9.5		{ 8,720 10.4		{ 7,460 8.9		{ 11,400 13.6		{ 9,300 11.1		{ 8,720 10.4	
	SHARE OF AUDIENCE %		{ 13 13 *		{ 19 19		{ 24 24		{ 11.5 11.5		{ 11.7 11.7		{ 8.8 8.8		{ 9.0 9.0	
	AVG. AUD. BY ¼ HR.		{ 3.3 3.6		{ 4.0 4.1		{ 9.0 9.0		{ 9.0 9.0		{ 9.0 9.0		{ 9.0 9.0		{ 9.0 9.0	
	TOTAL AUDIENCE (Households (000) & %)		{ 8,630 10.3		{ 2,430 2.9		{ 8,720 10.4		{ 7,460 8.9		{ 11,400 13.6		{ 9,300 11.1		{ 8,720 10.4	
	ABC TV		GENERAL HOSPITAL		EDGE OF NIGHT										ABC WORLD NEWS TONIGHT	
	AVERAGE AUDIENCE (Households (000) & %)		{ 6,540 7.8		{ 2,180 2.6		{ 7,460 8.9		{ 11,400 13.6		{ 9,300 11.1		{ 8,720 10.4		{ 7,460 8.9	
	SHARE OF AUDIENCE %		{ 27 27 *		{ 9 9		{ 24 24		{ 11.5 11.5		{ 11.7 11.7		{ 8.8 8.8		{ 9.0 9.0	
	AVG. AUD. BY ¼ HR.		{ 7.3 7.7		{ 2.7 2.5		{ 9.0 9.0		{ 9.0 9.0		{ 9.0 9.0		{ 9.0 9.0		{ 9.0 9.0	
	TOTAL AUDIENCE (Households (000) & %)		{ 7,630 9.1		{ 3,350 4.0		{ 10,310 12.3		{ 9,300 11.1		{ 8,720 10.4		{ 7,460 8.9		{ 11,400 13.6	
W E E K 2	CBS TV		GUIDING LIGHT (SD)		TATTLTALES										CBS EVENING NEWS- RATHER	
	AVERAGE AUDIENCE (Households (000) & %)		{ 6,200 7.4		{ 2,850 3.4		{ 8,970 10.7		{ 11,400 13.6		{ 9,300 11.1		{ 8,720 10.4		{ 7,460 8.9	
	SHARE OF AUDIENCE %		{ 26 26 *		{ 11 11		{ 23 23		{ 11.5 11.5		{ 11.7 11.7		{ 8.8 8.8		{ 9.0 9.0	
	AVG. AUD. BY ¼ HR.		{ 7.0 7.4		{ 3.3 3.5		{ 9.0 9.0		{ 9.0 9.0		{ 9.0 9.0		{ 9.0 9.0		{ 9.0 9.0	
	TOTAL AUDIENCE (Households (000) & %)		{ 4,110 5.6		{ 9,300 11.1		{ 8,720 10.4		{ 7,460 8.9		{ 11,400 13.6		{ 9,300 11.1		{ 8,720 10.4	
	NBC TV		MATCH GM/HOLLYWOOD SQS HR												NBC NIGHTLY NEWS	
	AVERAGE AUDIENCE (Households (000) & %)		{ 3,270 3.9		{ 7,540 9.0		{ 8,720 10.4		{ 7,460 8.9		{ 11,400 13.6		{ 9,300 11.1		{ 8,720 10.4	
	SHARE OF AUDIENCE %		{ 13 13 *		{ 20 20		{ 24 24		{ 11.5 11.5		{ 11.7 11.7		{ 8.8 8.8		{ 9.0 9.0	
	AVG. AUD. BY ¼ HR.		{ 3.5 3.8		{ 4.1 4.2		{ 9.0 9.0		{ 9.0 9.0		{ 9.0 9.0		{ 9.0 9.0		{ 9.0 9.0	
	TV HOUSEHOLDS USING TV (See Def. 1)		{ WK 1 WK 2		{ 29.0 28.1		{ 30.1 29.3		{ 31.0 30.2		{ 32.1 31.3		{ 31.0 30.3		{ 32.2 31.5	

U.S. TV Households 83,800,000

For explanation of symbols, See page A.

DAY MON.-FRI. MAY 14-18, 1984

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SAT. MAY 12, 1984

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					2,850 3.4		3,270 3.9		3,940 4.7		4,020 4.8		4,860 5.8		4,360 5.2	
	ABC TV					MONCHHICHS (SD)		RASCALS/RICHIE RICH		NEW SCOOBY & SCRAPPY DOO		PAC-MAN		RUBIK, THE AMAZING CUBE (SD)		LITTLES	
	AVERAGE AUDIENCE (Households (000) & %)					2,100 2.5		2,770 3.3		3,180 3.8		3,440 4.1		4,190 5.0		3,770 4.5	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					19 2.4	2.6	19 3.3	3.4	19 3.6	3.9	18 4.0	4.2	21 5.0	5.0	18 4.6	4.5
K 2	TOTAL AUDIENCE (Households (000) & %)	1,420 1.7					3,100 3.7	5,610 6.7					5,360 6.4	4,020 4.8			
	CBS TV	CAPTAIN KANGAROO-SAT				CHARLIE BROWN/SNOOPY SHOW (SD)		SATURDAY SUPERCARDE				DUNGEONS AND DRAGONS (SD)		TARZAN LORD OF- JUNGLE (SD)		BUGS BUNNY/ROAD RUNNER I	
	AVERAGE AUDIENCE (Households (000) & %)	750 .9				2,260 2.7		3,440 4.1	3.7*		4.5*	4,360 5.2		3,440 4.1		3,520 4.2	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	12 .5	.7*		1.2*	21 2.5	2.9	22 3.6	22* 3.9	23* 4.3	23* 4.6	23 5.0	5.4	17 4.1	4.0	17 4.1	4.3
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					2,850 3.4		4,360 5.2		5,360 6.4		6,370 7.6		6,620 7.9		6,960 8.3	
	NBC TV					FLINTSTONE FUNNIES (SD)		SHIRT TALES (SD)		SMURFS I		SMURFS II		SMURFS III (SD)		ALVIN AND THE CHIPMUNKS (SD)	
	AVERAGE AUDIENCE (Households (000) & %)					2,350 2.8		3,440 4.1		4,530 5.4		5,280 6.3		5,610 6.7		6,120 7.3	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					22 2.4	3.2	24 3.9	4.3	27 5.2	5.6	28 6.1	6.5	28 6.6	6.9	29 7.1	7.4
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					2,510 3.0		3,600 4.3		4,530 5.4		4,020 4.8		4,780 5.7		4,530 5.4	
	ABC TV					MONCHHICHS (SD)		RASCALS/RICHIE RICH		NEW SCOOBY & SCRAPPY DOO		PAC-MAN		RUBIK, THE AMAZING CUBE (SD)		LITTLES	
	AVERAGE AUDIENCE (Households (000) & %)					2,100 2.5		2,770 3.3		3,600 4.3		3,600 4.3		4,190 5.0		3,850 4.6	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					19 2.3	2.8	19 3.1	3.5	21 4.3	4.3	20 4.2	4.3	21 4.9	5.0	19 4.6	4.7
K 2	TOTAL AUDIENCE (Households (000) & %)	1,510 1.8					2,510 3.0	4,690 5.6					4,610 5.5	4,440 5.3			
	CBS TV	CAPTAIN KANGAROO SAT				CHARLIE BROWN/SNOOPY SHOW (SD)		SATURDAY SUPERCARDE				DUNGEONS AND DRAGONS (SD)		TARZAN LORD OF- JUNGLE (SD)		BUGS BUNNY/ROAD RUNNER I	
	AVERAGE AUDIENCE (Households (000) & %)	920 1.1				1,930 2.3		2,770 3.3	3.1*		3.5*	3,440 4.1		3,440 4.1		3,350 4.0	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	13 .7	.8*		1.5*	14 2.0	2.6	17 3.0	18* 3.1	17* 3.4	17* 3.7	19 4.2	4.1	17 4.1	4.1	17 4.1	3.9
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					2,770 3.3		4,530 5.4		5,360 6.4		6,120 7.3		6,870 8.2		6,700 8.0	
	NBC TV					FLINTSTONE FUNNIES (SD)		SHIRT TALES (SD)		SMURFS I		SMURFS II		SMURFS III (SD)		ALVIN AND THE CHIPMUNKS (SD)	
	AVERAGE AUDIENCE (Households (000) & %)					2,180 2.6		3,690 4.4		4,610 5.5		5,360 6.4		6,030 7.2		5,870 7.0	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					20 2.4	2.9	25 4.1	4.8	27 5.2	5.8	29 6.0	6.7	30 7.2	7.2	29 6.9	7.1
TV HOUSEHOLDS USING TV		WK. 1	7.1	8.2	9.6	11.3	13.2	15.1	17.2	18.5	19.7	20.3	22.0	23.6	24.1	24.8	25.1
(See Def. 1)		WK. 2	7.7	9.3	10.7	11.7	13.7	15.3	17.4	18.8	20.5	21.7	22.1	22.5	23.5	24.0	24.1

U.S. TV Households: 83,800,000

For explanation of symbols, See page A.

DAY SAT. MAY 19, 1984

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SAT. MAY 12, 1984

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{ 3,770 4.5		{ 3,690 4.4		{ 3,270 3.9		{ 4,360 5.2		{ 4,610 5.5		{ 4,610 5.5		{ 4,610 5.5		{ 4,610 5.5	
	ABC TV	PUPPY-FURTHER ADVENTURES		BEST OF SCOOPY DOO (SD)		ABC WEEKEND SPECIALS THE THOUSAND DOLLAR BILL		AMERICAN BANDSTAND		U S OLYMPIC TRIALS (2:00-3:07PM)							
	AVERAGE AUDIENCE (Households (000) & %)	{ 3,100 3.7		{ 3,100 3.7		{ 2,510 3.0		{ 2,600 3.1		{ 2,430 2.9		{ 2,430 2.9		{ 2,430 2.9		{ 2,430 2.9	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{ 15 3.7		{ 15 3.6		{ 12 3.0		{ 12 3.1		{ 12 3.1		{ 12 3.1		{ 12 3.1		{ 12 3.1	
K 2	TOTAL AUDIENCE (Households (000) & %)	{ 5,700 6.8		{ 5,610 6.7		{ 3,520 4.2		{ 2,260 2.7		{ 2,510 3.0		{ 2,100 2.5		{ 4,190 5.0		{ 4,190 5.0	
	CBS TV	BUGS BUNNY/ROAD RUNNER 2		BUGS BUNNY/ROAD RUNNER 3 (SD)		BISKITTS (SD)		BENJI, ZAX & THE-PRINCE (SD)		NEW FAT ALBERT SHOW (SD)		CBS CHILDREN'S FILM FEST.		BYRON NELSON GOLF-SAT (2:00-3:30PM)			
	AVERAGE AUDIENCE (Households (000) & %)	{ 4,610 5.5		{ 4,360 5.2		{ 2,930 3.5		{ 1,840 2.2		{ 1,930 2.3		{ 1,590 1.9		{ 1,760 2.1		{ 1,760 2.1	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{ 22 5.5		{ 21 5.2		{ 14 3.8		{ 8 3.2		{ 9 2.2		{ 7 1.9		{ 8 2.5		{ 8 2.5	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{ 5,450 6.5		{ 4,440 5.3		{ 4,610 5.5		{ 3,180 3.8		{ 4,360 5.2		{ 13,580 16.2		{ 4,360 5.2		{ 4,360 5.2	
	NBC TV	MR. T		SPIDERMAN/HULK 1		SPIDERMAN/HULK 2 (SD)		THUNDARR(B)		NBC MAJOR LEAGUE BASEBALL CALIFORNIA VS DETROIT CHICAGO CUBS VS HOUSTON MULTI-SEGMENT TELECAST(OP)							
	AVERAGE AUDIENCE (Households (000) & %)	{ 4,530 5.4		{ 3,600 4.3		{ 3,850 4.6		{ 2,600 3.1		{ 4,110 4.9		{ 6,290 7.5		{ 4,110 4.9		{ 4,110 4.9	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{ 22 5.5		{ 17 4.2		{ 18 4.6		{ 12 3.1		{ 19 4.9		{ 29 5.0		{ 25 6.0		{ 25 6.0	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{ 3,850 4.6		{ 3,690 4.4		{ 3,270 3.9		{ 4,860 5.8		{ 4,860 5.8		{ 4,860 5.8		{ 4,860 5.8		{ 4,860 5.8	
	ABC TV	PUPPY-FURTHER ADVENTURES		BEST OF SCOOPY DOO (SD)		ABC WEEKEND SPECIALS IF I'M LOST, NOW COME I FOUND YOU(TPT)		AMERICAN BANDSTAND									
	AVERAGE AUDIENCE (Households (000) & %)	{ 3,270 3.9		{ 3,180 3.8		{ 2,600 3.1		{ 2,430 2.9		{ 2,430 2.9		{ 2,430 2.9		{ 2,430 2.9		{ 2,430 2.9	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{ 17 4.1		{ 16 3.9		{ 13 3.2		{ 12 3.1		{ 12 2.7		{ 10 2.6		{ 13 3.2		{ 13 3.2	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{ 4,780 5.7		{ 4,530 5.4		{ 3,270 3.9		{ 2,600 3.1		{ 2,680 3.2		{ 1,680 2.0		{ 10,730 12.8		{ 10,730 12.8	
	CBS TV	BUGS BUNNY/ROAD RUNNER 2		BUGS BUNNY/ROAD RUNNER 3 (SD)		BISKITTS (SD)		BENJI, ZAX & THE-PRINCE (SD)		NEW FAT ALBERT SHOW (SD)		CBS CHILDREN'S FILM FEST.		NBA PLAYOFF GAME-SA BOSTON VS MILWAUKEE (2:00-4:30PM)			
	AVERAGE AUDIENCE (Households (000) & %)	{ 3,770 4.5		{ 3,690 4.4		{ 2,680 3.2		{ 2,100 2.5		{ 2,280 2.7		{ 1,340 1.6		{ 4,270 5.1		{ 4,270 5.1	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{ 19 4.3		{ 19 4.4		{ 13 3.3		{ 10 3.0		{ 11 2.4		{ 6 2.6		{ 18 3.9		{ 18 3.9	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{ 5,450 6.5		{ 3,440 4.1		{ 3,350 4.0		{ 3,850 4.6		{ 3,850 4.6		{ 3,850 4.6		{ 4,270 5.1		{ 12,650 15.1	
	NBC TV	MR. T		SPIDERMAN/HULK 1		SPIDERMAN/HULK 2 (SD)		THUNDARR									
	AVERAGE AUDIENCE (Households (000) & %)	{ 4,530 5.4		{ 2,850 3.4		{ 2,680 3.2		{ 3,180 3.8		{ 3,180 3.8		{ 3,180 3.8		{ 4,020 4.8		{ 5,450 6.5	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{ 23 5.6		{ 14 3.2		{ 13 3.4		{ 16 3.1		{ 16 3.6		{ 19 4.0		{ 19 4.7		{ 23 5.4	
TV HOUSEHOLDS USING TV WK. 1		25.7	25.3	24.9	25.1	25.6	25.5	25.5	26.2	25.8	25.2	24.9	26.0	25.4	26.0	25.6	26.0
(See Def. 1) WK. 2		23.5	23.9	24.0	24.2	24.8	24.8	24.5	24.3	23.9	24.6	24.9	25.0	25.3	26.2	27.3	28.0

U.S. TV Households: 83,800,000

(1) NBC MAJOR LEAGUE PRE GAME, NBC, (1:00-1:17PM)

(2) NBC MAJOR LEAGUE PRE GAME, NBC, (2:00-2:16PM)

(3) NBC MAJOR LEAGUE BASEBALL, CALIFORNIA VS NY YANKEES & HOUSTON VS CHICAGO CUBS, NBC, MULTI-SEG TELECAST

For explanation of symbols, See page A.

DAY SAT. MAY 19, 1984

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SAT. MAY 12, 1984

		TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
TOTAL AUDIENCE (Households (000) & %)		{	4,360 5.2								10,310 12.3							
ABC TV		{	(1) (-OP)															
AVERAGE AUDIENCE (Households (000) & %)		{	1,680 2.0	2.3*		2.0*		2.0*		1.9*	4,270 5.1			5.3*		5.7*		5.9*
SHARE OF AUDIENCE %		{	7	8 *		7 *		7 *		7 *	15		12 *	16 *		15 *		15
AVG. AUD. BY ¼ HR.		{	2.5	2.2	2.1	1.9	2.0	2.1	1.9	1.9	3.4	3.9	5.0	5.6	5.8	5.6	5.9	5.9
TOTAL AUDIENCE (Households (000) & %)		{			7,880 9.4													7,880 9.4
CBS TV		{																
AVERAGE AUDIENCE (Households (000) & %)		{		2.1*	2,770 3.3	2.7*		3.2*		3.3*			3.9*		3.2*		6,540 7.8	
SHARE OF AUDIENCE %		{		8 *	12	10 *		12 *		12 *			14 *		10 *		20	
AVG. AUD. BY ¼ HR.		{	2.2	2.1	2.8	2.6	2.9	3.5	3.1	3.5	3.9	3.8	3.3	3.1		7.1	8.4	
TOTAL AUDIENCE (Households (000) & %)		{					12,150 14.5											
NBC TV		{																
AVERAGE AUDIENCE (Households (000) & %)		{		8.7*		9.0*	5.9	5.2*		5.8*		5.5*		6.4*		6.3*		6.0*
SHARE OF AUDIENCE %		{		33 *		33 *	18	19 *		22 *		19 *		20 *		17 *		16 *
AVG. AUD. BY ¼ HR.		{	8.4	9.0	8.9	9.1	5.3	5.1	5.9	5.6	5.1	5.8	6.1	6.6	6.7	6.0	6.1	4.8
TOTAL AUDIENCE (Households (000) & %)		{					12,320 14.7				11,650 13.9							
ABC TV		{																
AVERAGE AUDIENCE (Households (000) & %)		{		3.8*		4.2*	5,030 6.0	4.4*		6.3*	8,300 9.9		8.8*		10.9*		7.5*	
SHARE OF AUDIENCE %		{		14 *		14 *	19	15 *		21 *	31		28 *		33 *		22 *	
AVG. AUD. BY ¼ HR.		{	3.7	4.0	4.1	4.3	4.3	4.4	5.6	7.0	8.0	9.6	11.1	10.7	8.2	7.0		
TOTAL AUDIENCE (Households (000) & %)		{							5,610 6.7									6,370 7.6
CBS TV		{																
AVERAGE AUDIENCE (Households (000) & %)		{		5.1*		5.5*		6.2*	2,600 3.1	3.4*			3.3*		2.6*		5,280 6.3	
SHARE OF AUDIENCE %		{		19 *		20 *		21 *	10	11 *			11 *		8 *		17	
AVG. AUD. BY ¼ HR.		{	4.9	5.2	5.7	5.3	6.0	6.4	3.6	3.3	3.5	3.1	2.5	2.6		6.0	6.6	
TOTAL AUDIENCE (Households (000) & %)		{																6,870 8.2
NBC TV		{																
AVERAGE AUDIENCE (Households (000) & %)		{		6.3*		6.7*		6.9*		6.6*								5,870 7.0
SHARE OF AUDIENCE %		{		23 *		24 *		23 *		22 *								19
AVG. AUD. BY ¼ HR.		{	6.3	6.2	6.4	7.0	6.9	6.9	6.7	6.7	<<	<<	<<			7.0	7.0	
TV HOUSEHOLDS USING TV (See Def. 1)			WK. 1	27.0	27.5	27.7	28.0	27.3	27.4	27.6	28.5	28.9	30.1	31.1	33.8	36.8	38.0	38.2
			WK. 2	27.1	27.3	28.3	28.7	29.6	30.9	31.6	31.6	32.3	33.4	34.5	34.7	35.9	36.3	37.6

J.S. TV Households: 83,800,000

(1) U.S. OLYMPIC TRIALS, (S) ABC, (2:00-3:07PM)

For explanation of symbols, See page A.

DAY SAT. MAY 19, 1984

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. MAY 13, 1984

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
------	------	------	------	------	------	------	------	------	------	------	------	------	-------	-------	-------	-------

TOTAL AUDIENCE {
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE {
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

W

E

E

K

1

TOTAL AUDIENCE {
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE {
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

TOTAL AUDIENCE {
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE {
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

TOTAL AUDIENCE {
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE {
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

W

E

E

K

2

TOTAL AUDIENCE {
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE {
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

TOTAL AUDIENCE {
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE {
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

6,450
7.7

3,180
3.8

← CAPTAIN KANGAROO-SUN
(SUS)

SUNDAY MORNING

FACE THE NATION

3,940
4.7
23
3.8

4.2*
24*
4.7

5.1*
24*
5.0

4.7
20*
4.7

2,680
3.2
14
3.1

6,120
7.3

2,770
3.3

← CAPTAIN KANGAROO-SUN
(SUS)

SUNDAY MORNING

FACE THE NATION

3,440
4.1
19
3.2

3.7*
20*
4.2

4.3*
20*
4.3

4.4*
18*
4.3

2,260
2.7
11
2.6

TV HOUSEHOLDS USING TV WK. 1	5.4	6.3	7.5	8.9	10.7	12.8	14.7	16.5	18.4	19.6	20.9	22.3	23.3	24.3	24.1	24.2
(See Def. 1) WK. 2	5.0	6.0	7.7	9.3	11.6	13.3	15.3	16.8	19.3	20.4	21.2	21.8	22.6	24.0	24.7	24.9

U.S. TV Households: 83,800,000

For explanation of symbols, See page A.

DAY SUN. MAY 20, 1984

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. MAY 13, 1984

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45								
TOTAL AUDIENCE (Households (000) & %)		3,850 4.6				5,700 6.8				9,550 11.4 (1)															
ABC TV		← THIS WEEK-DAVID BRINKLEY →				TOURN. OF CHAMPIONS-SUN.																			
AVERAGE AUDIENCE (Households (000) & %)		2,350 2.8				2,350 2.8				2.9*				2.8*				3,180 3.8		3.0*					
SHARE OF AUDIENCE %		10				11 *				11 *				10 *				9 *		12					
AVG. AUD. BY ¼ HR. %		2.4				2.7				3.2				3.0				2.6				2.8			
TOTAL AUDIENCE (Households (000) & %)		FOR OUR TIMES (SUS)								12,850 15.1				NBA PLAYOFF GAME-1 NY KNICKS VS BOSTON (1:00-3:30PM)											
CBS TV																									
AVERAGE AUDIENCE (Households (000) & %)										5,360 6.4				5.3*				6.3*							
SHARE OF AUDIENCE %										22				19 *				22 *							
AVG. AUD. BY ¼ HR. %										4.6				6.0				6.1							
TOTAL AUDIENCE (Households (000) & %)										2,850 3.4				MEET THE PRESS											
NBC TV																									
AVERAGE AUDIENCE (Households (000) & %)										2,260 2.7															
SHARE OF AUDIENCE %										10															
AVG. AUD. BY ¼ HR. %										2.5				2.9											
TOTAL AUDIENCE (Households (000) & %)		4,440 5.3				← THIS WEEK-DAVID BRINKLEY →								2,850 3.4				10,810 12.9 (2)							
ABC TV																		AMERICAN SPORTSMAN							
AVERAGE AUDIENCE (Households (000) & %)		2,680 3.2				3.3*				3.2*				2,350 2.8				3,180 3.8				3.2*			
SHARE OF AUDIENCE %		12				12 *				11 *				10				11				11 *			
AVG. AUD. BY ¼ HR. %		3.3				3.3				3.2				3.3				2.6				3.0			
TOTAL AUDIENCE (Households (000) & %)														10,390 12.4				COLONIAL GOLF-SUN (1:00-3:52PM)(4:02-4:18PM) (SUS)							
CBS TV																									
AVERAGE AUDIENCE (Households (000) & %)										3,350 4.0				3.1*				3.4*				3.7*			
SHARE OF AUDIENCE %										13				12 *				12 *				13 *			
AVG. AUD. BY ¼ HR. %										3.1				3.2				3.2				3.5			
TOTAL AUDIENCE (Households (000) & %)										2,770 3.3				MEET THE PRESS				RELIGIOUS SERIES (SUS)							
NBC TV																									
AVERAGE AUDIENCE (Households (000) & %)										1,930 2.3															
SHARE OF AUDIENCE %										9															
AVG. AUD. BY ¼ HR. %										2.3				2.3											
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	24.8	26.0	26.1	27.1	27.9	27.5	28.0	28.2	27.6	28.6	29.1	29.1	28.2	28.8	28.9	29.3							
		WK. 2	25.3	26.5	26.8	27.0	26.8	27.2	27.2	27.8	27.2	28.0	28.7	29.2	28.7	29.6	30.5	31.2							

U.S. TV Households: 83,800,000

DAY SUN. MAY 20, 1984

Nielsen NATIONAL TV AUDIENCE ESTIMATES

OTHER PROGRAMS

				WEEK 1					WEEK 2								
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY % HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY % HR	TELE- CAST DAYS
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	SHARE %				
EVENING MONDAY																	
ABC ABC BUSINESS BRIEF--MON	2	8.58- 8.59PM	8.45								9,800	11.7	9,800	11.7	20	11.7	
NBC COUNTRY MUSIC AWARDS(S)	2	9.00-11.01PM	-GRID 11.00								25,220	30.1	15,500	18.5	30	15.1	
EVENING TUESDAY																	
ABC '84 VOTE:IN,ND,DH,NCB:35P(S)	1	8.35- 8.37PM	8.30	14,330	17.1	14,160	16.9	26	16.9								
EVENING WEDNESDAY																	
ABC ABC BUSINESS BRIEF--WED		8.58- 8.59PM	8.45	15,170	18.1	15,170	18.1	30	18.1		14,410	17.2	14,410	17.2	28	17.2	
NBC ST. ELSEWHERE	1	10.30-11.30PM	-GRID 11.00 11.15	13,580	16.2	10,310	12.3	22	12.9 12.4								
EVENING THURSDAY																	
CBS MISS USA BEAUTY PAGENT(S)	2	9.00-11.03PM	-GRID 11.00								26,980	32.2	16,930	20.2	33	20.3	
EVENING FRIDAY																	
ABC ABC BUSINESS BRIEF--FRI	1	8.44- 8.45PM	8.30	11,560	13.8	11,560	13.8	27	13.8		11,150	13.3	11,150	13.3	25	13.3	
	2	8.45- 8.46PM	8.45														
EVENING SATURDAY																	
ABC ABC SPORTS UPDATE--SAT	1	8.57- 8.59PM	8.45	11,310	13.5	10,640	12.7	25	12.7		10,560	12.6	10,560	12.6	26	12.6	
	2	8.58- 8.59PM	8.45								10,810	12.9	10,810	12.9	24	12.9	
ABC ABC NEWSBRIEF--SAT.		9.58- 9.59PM	9.45	11,650	13.9	11,650	13.9	26	13.9		6,450	7.7	6,450	7.7	16	7.7	
CBS NEWSBREAK--SAT.	2	8.58- 8.59PM	8.45	8,460	10.1	8,460	10.1	20	10.1		7,210	8.6	7,210	8.6	18	8.6	
	1	9.08- 9.09PM	9.00	6,450	7.7	6,450	7.7	15	7.7								
NBC NBC NEWS DIGEST--SAT		8.58- 8.59PM	8.45	7,370	8.8	7,370	8.8	16	8.8								
NBC NBC NEWS DIGEST--2--SAT.	1	9.58- 9.59PM	9.45														
EVENING SUNDAY																	
ABC ABC SPORTS UPDATE--SUN	1	8.57- 8.59PM	8.45	18,520	22.1	18,100	21.6	36	21.6		16,010	19.1	15,840	18.9	32	18.9	
	2	8.50- 8.52PM	8.45								16,760	20.0	16,590	19.8	33	19.8	
ABC ABC NEWSBRIEF--SUN.	1	9.48- 9.50PM	9.45	19,110	22.8	18,770	22.4	34	22.4		10,390	12.4	10,390	12.4	21	12.4	
	2	10.02-10.04PM	10.00	6,290	7.5	6,290	7.5	13	7.5		7,880	9.4	7,880	9.4	15	9.4	
CBS NEWSBREAK--SUN.		8.58- 8.59PM	8.45	10,890	13.0	10,890	13.0	22	13.0		7,710	9.2	7,710	9.2	15	9.2	
NBC NBC NEWS DIGEST--SUN	1	8.58- 8.59PM	8.45														
	2	9.17- 9.18PM	9.15														
NBC NBC NEWS DIGEST--2--SUN.	2	9.58- 9.59PM	9.45														
EVENING MONDAY--FRIDAY																	
ABC ABC NEWSBRIEF--M-F	2	>	9.30	13,740	16.4	12,740	15.2	23	16.2	M-F	11,480	13.7	12,150	14.5	23	18.4	
	1	>	9.45													12.4	
			10.00													13.1	
ABC ABC NEWS:NIGHTLINE	1	11.30-12.00MD	11.30	6,200	7.4	4,860	5.8	15	6.6	M-F	6,540	7.8	5,110	6.1	17	6.8	
	2	>	11.30													M-F	
CONT'D																	

Nielsen NATIONAL TV AUDIENCE ESTIMATES

OTHER PROGRAMS

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1								WEEK 2							
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY 1/4 HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY 1/4 HR	TELE- CAST DAYS		
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %				
EVENING MONDAY-FRIDAY-CONT'D																			
ABC ABC NEWS:NIGHTLINE-CONT'D			11.45 12.00						4.9	M-F					6.2* 17*	5.6 4.8	M-F MTUF		
ABC ABC NEWS:NIGHTLINE-TUE(B)	1	12.00-12.30AM	12.00 12.15	4,110	4.9	3,520	4.2	15	4.6 3.8	TUE. TUE.									
ABC EYE ON HOLLYWOOD		>	12.00 12.15 12.30 12.45 1.00	1,930	2.3	1,680	2.0	7	2.2 2.0 1.5 1.4 1.3	MTUWF MWF TUE. TUE. TUE.		2,180	2.6	1,760	2.1	8	1.9 1.7 1.8	M-F M-F M-F	
ABC LAROCHE CAMPAIGN(S)	1	12.00-12.30AM	12.00 12.15	2,600	3.1	2,100	2.5	9	2.7 2.2	THU. THU.									
CBS NEWSBREAK-M-F	1 2	> 8.58- 8.59PM	8.45 8.45	9,970	11.9	10,220	12.2	20	11.8	M-F		10,390	12.4	10,390	12.4	21	12.4	M-F	
CBS CBS NEWS SPECIAL RPT.(S)	1	11.30-11.59PM	11.30 11.45	6,450	7.7	5,110	6.1	16	6.8 5.2	TUE. TUE.									
CBS LATE MOVIE I		>	11.30 11.45 12.00 12.15 12.30	7,040	8.4	4,940	5.9 6.7* 17*	19	6.9 6.1 5.9 5.5 5.2	MTUWF MTUWF MTUWF MTUWF MTUWF		8,380	10.0	5,610	6.7 7.3* 21*	23	7.6 7.0 6.7 6.3 5.9	M-TH M-TH M-TH M-TH M-TH	

Nielson NATIONAL TV AUDIENCE ESTIMATES

OTHER PROGRAMS

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1							WEEK 2								
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY % HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY % HR	TELE- CAST DAYS		
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %				
EVENING MONDAY-FRIDAY-CONT'D																			
CBS LATE MOVIE II-CONT'D			1.00						4.1	MTUWF						3.7	M-TH		
			1.15					3.9*	23*	3.9	MTUWF				3.6*	23*	3.5	M-TH	
			1.30						3.1	TUE.						3.4	THU.		
			1.45					3.1*	25*	3.0	TUE.								
		VARIOUS TIMES (SUS)																	
CBS CBS NEWS NIGHTWATCH-1		2.00- 2.30AM	2.00	1,170	1.4	1,010	1.2	13	1.3	MWTHSU	1,340	1.6	1,090	1.3	14	1.4	M-THSU		
			2.15						1.1	MWTHSU						1.2	M-THSU		
CBS CBS NEWS NIGHTWATCH-2		2.30- 6.00AM	2.30	2,350	2.8	1,170	1.4	26		M-THSU	2,350	2.8	1,090	1.3	25		M-THSU		
			2.45						1.7	M-THSU						1.6	M-THSU		
			3.00						1.5	M-THSU					1.6*	21*	1.5	M-THSU	
			3.15						1.6	M-THSU						1.6	M-THSU		
			3.30						1.5	M-THSU					1.5*	24*	1.5	M-THSU	
			3.45						1.4	M-THSU						1.4	M-THSU		
			4.00						1.4	M-THSU						1.4*	26*	1.2	M-THSU
			4.15						1.4	M-THSU						1.1*	24*	1.2	M-THSU
			4.30						1.3	M-THSU						1.1	M-THSU	1.1	M-THSU
			4.45						1.3	M-THSU						1.1*	25*	1.1	M-THSU
			5.30						1.1	M-THSU						1.0	M-THSU	1.0	M-THSU
			5.45						1.1	M-THSU						1.0*	22*	1.0	M-THSU
NBC NBC NEWS DIGEST-M-F	1	>	8.45	11,820	14.1	12,570	15.0	24	14.7	M-F									
	2	8.58- 8.59PM	8.45								9,550	11.4	9,550	11.4	19	11.4	M-F		
			9.15						10.3	WED.									
NBC NBC NEWS DIGEST-2-M-F	1	>	9.30	15,590	18.6	17,770	21.2	31	26.7	TU&TH									
	2	>	9.45						10.2	TU&TH	9,720	11.6	9,720	11.6	19	11.6	M-F		
NBC DECISION '84-INDIANA(S)	1	11.30-11.55PM	11.30	8,630	10.3	6,960	8.3	22	9.1	TUE.									
			11.45						7.1	TUE.									
NBC TONIGHT SHOW		>	11.30	9,640	11.5	5,780	6.9	23	9.0	M-F	8,720	10.4	5,360	6.4	20	7.2	M-F		
			11.45						7.6	MTUTHF					6.9*	19*	6.6	M-F	
			12.00						7.3	M-F						6.3	M-F		
			12.15						6.2	M-F					5.9*	21*	5.6	M-F	
			12.30						5.2	TU & W						4.0	MON.		
			12.45						4.4	TU & W									
NBC DAVID LETTERMAN I		>	12.30	3,180	3.8	2,680	3.2	17	4.0	M-TH	2,770	3.3	2,350	2.8	14	3.0	M-TH		
			12.45						3.1	MTUTH						2.7	M-TH		
			1.00						2.8	TU & W						2.3	MON.		
			1.15						2.5	TU & W									
NBC FRIDAY NIGHT VIDEOS		12.30- 2.00AM	12.30	5,870	7.0	2,510	3.0	14	4.3	FRI.	6,030	7.2	2,680	3.2	14	4.8	FRI.		
			12.45						3.5	FRI.						4.4*	16*	4.0	FRI.
			1.00						2.8	FRI.						3.3	FRI.		
			1.15						2.7*	12*					3.1*	14*	2.8	FRI.	
			1.30						2.7	FRI.						2.5	FRI.		
			1.45						2.4	FRI.					2.2*	13*	2.0	FRI.	
NBC DAVID LETTERMAN II		>	1.00	2,350	2.8	1,930	2.3	17	3.0	M-TH	2,430	2.9	2,010	2.4	15	2.6	M-TH		
			1.15						2.3	MTUTH						2.2	M-TH		
			1.30						2.1	TU & W						1.5	MON.		
			1.45						1.8	TU & W									

Nielsen NATIONAL TV AUDIENCE ESTIMATES

OTHER PROGRAMS

				WEEK 1								WEEK 2							
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY % HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY % HR	TELE- CAST DAYS		
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	SHARE %						
DAY MONDAY-FRIDAY																			
ABC ABC WORLD NEWS-MORN-615A		6.15- 6.30AM	6.15	920	1.1	920	1.1	14	1.1	M-F		1,170	1.4	1,010	1.2	14	1.2	M-F	
ABC ABC WORLD NEWS-MORN-645A		6.45- 7.00AM	6.45	1,760	2.1	1,590	1.9	15	1.9	M-F		1,680	2.0	1,590	1.9	15	1.9	M-F	
ABC ABC SPECIAL REPORT- 1:00P(SUS)	2	1.00- 1.19PM	1.00															M-F	
ABC ABC DAYTIME NEWSBRIEF-M-F	1	1.57- 1.59PM	1.45	5,950	7.1	5,110	6.1	21	6.1	M-F								MON.	
	2	2.57- 2.59PM	2.45																
ABC ABC SPECIAL REPORT- 3.22P(SUS)	1	3.22- 3.31PM	3.15									6,370	7.6	6,200	7.4	28	7.4	M-F	
CBS CBS EARLY MORNING NEWS		6.30- 7.00AM	6.30 6.45	1,680	2.0	1,260	1.5	17	1.4 1.7	M-F M-F		1,260	1.5	1,010	1.2	14	1.1 1.3	M-F M-F	
CBS NEWSBREAK-11.57		11.57-11.59AM	11.45	5,870	7.0	5,700	6.8	30	6.8	M-F		5,450	6.5	5,280	6.3	28	6.3	M-F	
CBS REAGAN PRESS CONF.(CBS)(SUS)	2	1.00- 1.20PM	1.00															M-F	
CBS NEWSBREAK-3.57		3.57- 3.59PM	3.45	5,530	6.6	5,200	6.2	20	6.2	M-F		5,360	6.4	5,030	6.0	20	6.0	M-F	
NBC NBC NEWS AT SUNRISE		6.30- 7.00AM	6.30 6.45	1,590	1.9	1,090	1.3	11	1.1 1.6	M-F M-F		1,840	2.2	1,340	1.6	14	1.3 1.9	M-F M-F	
NBC NBC NEWS DIGEST-DAYTIME		2.57- 2.58PM	2.45	3,690	4.4	3,690	4.4	16	4.4	M-F		4,020	4.8	4,020	4.8	18	4.8	M-F	
DAY SATURDAY																			
ABC SCHOOLHOUSE ROCK-8:25AM		8.25- 8.29AM	8.15	2,770	3.3	2,350	2.8	20	2.8			2,600	3.1	2,430	2.9	21	2.9		
ABC MENUDO-10:25AM		10.25-10.29AM	10.15	4,940	5.9	4,270	5.1	21	5.1			4,360	5.2	3,850	4.6	19	4.6		
ABC MENUDO-11:55AM		11.55-11.59AM	11.45	3,350	4.0	3,020	3.6	14	3.6			3,600	4.3	3,180	3.8	16	3.8		
ABC U.S. OLYMPIC TRIALS(S)	1	2.00- 3.07PM	-GRID 3.00	4,610	5.5	2,430	2.9	11											
							3.4*	13*	3.4										
ABC PREAKNESS STAKES(S)	2	5.00- 6.04PM	-GRID 6.00									11,650	13.9	8,300	9.9	31		9.7	
BS IN THE NEWS- 8.26AM		8.26- 8.29AM	8.15	2,850	3.4	2,600	3.1	22	3.1			2,010	2.4	1,930	2.3	17		2.3	
BS IN THE NEWS- 9.56AM		9.56- 9.59AM	9.45	4,020	4.8	3,850	4.6	20	4.6			3,270	3.9	3,020	3.6	16		3.6	
BS IN THE NEWS-10.26AM		10.26-10.29AM	10.15	3,440	4.1	3,180	3.8	16	3.8			3,600	4.3	3,100	3.7	15		3.7	
BS IN THE NEWS-11.56AM		11.56-11.59AM	11.45	4,360	5.2	4,020	4.8	19	4.8			4,110	4.9	3,850	4.6	19		4.6	
BS IN THE NEWS-12.26PM		12.26-12.29PM	12.15	2,510	3.0	2,260	2.7	10	2.7			2,180	2.6	2,010	2.4	10		2.4	
BS IN THE NEWS-12.56PM		12.56-12.59PM	12.45	1,930	2.3	1,760	2.1	8	2.1			2,430	2.9	2,100	2.5	10		2.5	
BS IN THE NEWS- 1.26PM		1.26- 1.29PM	1.15	1,930	2.3	1,760	2.1	8	2.1			2,510	3.0	2,260	2.7	11		2.7	
BS NBA PLAYOFF GAME-SA(S)	2	2.00- 4.36PM	-GRID 4.30									10,730	12.8	4,270	5.1	18			
															5.6*	18*	5.6		
BC ONE TO GROW ON-8:28AM		8.28- 8.30AM	8.15	3,020	3.6	2,770	3.3	24	3.3			2,850	3.4	2,770	3.3	24		3.3	
BC ONE TO GROW ON-8:58AM		8.58- 9.00AM	8.45	3,600	4.3	3,440	4.1	23	4.1			4,190	5.0	3,940	4.7	26		4.7	
BC ONE TO GROW ON-10:28AM		10.28-10.30AM	10.15	6,370	7.6	6,030	7.2	30	7.2			6,120	7.3	5,950	7.1	29		7.1	
BC ONE TO GROW ON-10:58AM		10.58-11.00AM	10.45	5,870	7.0	5,780	6.9	27	6.9			5,610	6.7	5,360	6.4	26		6.4	
BC ONE TO GROW ON-12:28PM		12.28-12.30PM	12.15	3,850	4.6	3,770	4.5	17	4.5			2,930	3.5	2,770	3.3	13		3.3	
BC NBC MAJOR LEAGUE PRE GAME	1	1.00- 1.17PM	-GRID 1.15	4,360	5.2	4,110	4.9	19											
									4.7										
BC NBC MAJOR LEAGUE BASEBALL	1	1.17- 4.10PM	-GRID 4.00	13,580	16.2	6,290	7.5	29											
							7.3*	28*	7.6										
CONT'D																			

CONT'D

Nielsen NATIONAL TV AUDIENCE ESTIMATES

OTHER PROGRAMS

				WEEK 1					WEEK 2								
DAY NETWORK/PROGRAM	WK	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR %	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR %	TELE- CAST DAYS
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %		
DAY SATURDAY-CONT'D																	
NBC NBC MAJOR LEAGUE BASEBALL-CONT'D																	
NBC NBC MAJOR LEAGUE PRE GAME	2	2.00- 2.16PM	-GRID 2.15						2.3		4,270	5.1	4,020	4.8	19	5.1	
DAY SUNDAY																	
ABC USFL FOOTBALL	2	2.30- 6.05PM	-GRID 6.00								10,810	12.9	3,180	3.8	11	4.4	
CBS COLONIAL GOLF-SUN(S)	2	1.00- 3.52PM	-GRID								10,390	12.4	3,350	4.0	13		
	2	4.02- 4.16PM														5.4	
			3.30													5.7	
			3.45													5.0	
			4.00													4.6	
			4.15														
CBS NBA PLAYOFF GAME-1	1	1.00- 3.39PM	-GRID 3.30	12,650	15.1	5,360	6.4	22									
CBS BYRON NELSON GOLF-SUN(S)	1	3.39- 6.04PM	-GRID 6.00	9,470	11.3	3,600	6.9*	23*	6.9								
CBS NBA PLAYOFF GAME-1	2	3.52- 4.02PM	-GRID						5.5								
	2	4.16- 6.08PM									11,820	14.1	5,030	6.0	17		

6.00

7.0* 18* 7.0